

# Jeffrey S. Freedman

5228 E. Cordia Lane, Cave Creek, AZ 85331  
480.744.5769 • jsfreedman@gmail.com

## Highlights

- Highly proficient in developing innovative and creative advertising and marketing strategies
- Vast experience in establishing and maintaining client relationships
- Proficient in Photoshop, In-Design, After Effects, Illustrator, Office, Excel, Mac and PC
- Excellent communicator with great organizational skills and the ability to meet deadlines

## Experience

**Horich Parks Lebow Advertising** (2010-Present)  
Hunt Valley, MD

### *Senior Writer/Producer*

- Manage website development, optimization and maintenance
- Oversee in-house communications and collaboration including email, phone and Internet
- Assist in writing commercial content for television, radio and print
- Collaborate with clients to plan marketing events and public relations campaigns

**Verve Broadcast Design** (2003-2010)  
Hunt Valley, MD

### *Manager/Editor*

- Assisted in the founding of production design company
- Manage and maintain daily operations and staff
- Developed, designed and coordinated campaigns for TV, radio and print advertising
- Edited long form and commercial videos in Photoshop, After Effects, Avid and Final Cut Pro

**Horich Parks Lebow Advertising** (2000-2003)  
Hunt Valley, MD

### *Writer/Producer*

- Coordinated talent and supervised the production and editing of commercial ads
- Conceptualized and wrote content for print ads, direct mailers, TV and online campaigns
- Managed budgets for marketing campaigns and media buys

**Fowler Advertising** (2000)  
Glen Burnie, MD

### *Producer*

- Assisted in the conceptualization and writing of ad campaigns including Isuzu & Nissan
- Produced and directed audio and video edit sessions

**WBOC-TV** (1998-2000)  
Salisbury, MD

### *Producer*

- Conceptualized campaign strategies with a wide array of clients
- Wrote, directed, shot, voiced and produced television commercials

## Education

Syracuse University, S.I. Newhouse School of Public Communications  
1998 BS Television, Radio & Film Production