

JACK DALRYMPLE

CMO/VP Marketing | Creative Content Team Builder

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SUMMARY

A master storyteller and hands-on marketing and creative services team leader with a practiced approach to production, presentation, and consistency across touchpoints for brands. Eight years agency experience developing brand and creative for SMBs and Fortune 500s, and ten years of creative and technical direction at Warner Bros. leading a team to develop over \$10 million in marketing assets. Technical achievements include building out one of the world's first live-HD-capture cinematics studios at Warner Bros, producing the world's first AAA mixed reality game trailer for Harmonix, early adopter of Web3, developing/producing content for over 30 product launches.

CORE COMPETENCIES

- Digital Content & Creative Development
- Marketing, Brand & Growth Strategy
- Social/Influencer Marketing Through Story
- Digital Campaigns, PR & Earned Media
- Identifying & Driving New Growth Initiatives
- Strategic Partnerships and Licensing
- Recruiting Talent & Leading High-Performing Teams
- Building In-House Creative Content Studios

PROFESSIONAL EXPERIENCE

CMO, Executive Producer, Board Member

October 2022 – Present

Bit Fry Game Studios, Portsmouth, NH

Led marketing and game development for a Web3 rebrand and launch of the successful Web2 NBA game title.

- Established Web3 marketing strategies in coordination with layer-2 partners, leagues, and guilds to connect with consumers and drive revenue using Web3 gaming, with a potential token offering and in-game utility NFT sales
- Revitalized global brand strategy for rebrand and launch of the NBA title, defining brand positioning, identity and voice, PR beats, marcomm reboot, grassroots approach, content roadmap, social media and digital strategy, resulting in +7k discord signups in 2 days and +43k newsletter/wishlist signup in 30 days
- Directed and scaled internal and external development teams establishing Web3 gameloop, gameplay design, economy development, NFT gearing system, NFT revenue strategy, and UGC platform design

Chief Marketing Officer

January 2021 – October 2022

Bit Fry Game Studios, Portsmouth, NH

Managed marketing, licensing, and business development initiatives for NBA and NHL game title launches while partnering with Apple and the NBA, NFL, MLB, NHL, WNBA, WWE and USWNT to launch the first-ever officially licensed video game franchise to feature cross-branded professional athletes playing across sports in the Ultimate Rivals™ universe.

- Built culture and led a cross-functional team of 8 people across marketing and growth disciplines including brand and performance marketing, content, social/earned media, influencer marketing, SEO/SEM, consumer insights, BI/analytics, licensing, esports, agency relations, P&L management, and business development
- Developed and implemented go-to-market strategy in partnership with Apple +\$35M marketing budget, merchandising and promotional calendar, public relations, media planning, creative development, social media, story development, influencer marketing, highlight athlete management, and agency management; resulting in +850k installs

- Directed and scaled creative and technical internal teams with a deep focus on mentoring, culture, and professional development, resulting in hitting accelerated targets while having 100% retention of talent

SVP of Marketing

August 2017 – January 2021

Bit Fry Game Studios, Portsmouth, NH

- Recruited a team of 5, including broadcasters and video production artists to maximize marketing opportunities; while providing data-driven insights and guidance to measure ROI and optimize performance
- Conceptualized and applied innovative go-to-market strategies and content including in product advertising, earned media, experiential marketing, social, and digital brand activations to ensure maximum market share
- Controlled budgets across agencies; oversaw and executed on the development of all brand assets from concept to creative, including design direction, digital campaigns, influencer recruitment, and event planning
- Coordinated across teams to develop and improve materials for business development and commercial proposals to prospective partners, including green-light, licensor, investor, and publisher pitches

Cinematics Editor and Branding Consultant

March 2014 – August 2017

Bit Fry Game Studios, Portsmouth, NH

- Defined brand identity for the studio; created logo design and brand guidelines
- Architected and maintained technical operations of the video production studio and workstations
- Produced trailers, pitch presentations, and business development content leading to 2 green-lit Apple titles

VP of Business Development and Creative Content

March 2014 – Present

Cap And Cut, Boston, MA

Drove business development and content creation for a boutique agency to develop 10+ full brand designs for startups and produce 95+ best-in-class creative pieces in a wide scope of art styles for SMBs and Fortune 500s.

- Cultivated business relationships with key clients by problem-solving at the executive level
- Innovated existing and developed new brand and marketing strategies and campaigns
- Created pitches, media, and marketing collateral to engage consumers and serve clients
- Instituted workflows and guided creative for T-shaped teams from project conception through delivery

Lead Editor, Technical Director

April 2010 – March 2014

Warner Bros., Needham, MA

Led a 5-person team over a 10 year period to create 265 AAA marketing videos and trailers in 9 languages with over 9 million views online and media for green-light pitches and consumer engagement of DC Comics' Infinite Crisis™, The Lord of the Rings Online™, Dungeons & Dragons Online™, Asheron's Call®, and The Game of Thrones™.

- Supervised the Cinematics Department, mentored and critiqued artists, and produced trailers
- Established a streamlined archiving system for over 95 TB of projects and data saving \$25k+/yearly
- Revised designs of high priority executive projects, pitches, and presentations achieving 4 green-lit projects

Senior Editor

October 2004 – April 2010

Turbine Games – Warner Bros. Studio, Westwood, MA

- Incorporated proprietary game engine to create unique and compelling cinematic assets and trailers
- Liaised as primary point of contact between execs, marketing, and development teams
- Designed motion graphics: UI, UX, logo animations, title designs, and lower thirds

CREATIVE TECHNICAL SKILLS

Marketing: Brand Development, Marketing Strategy Development, PR, Art Direction, Brand Book/Style Guide Design, Logo Design, Identity and Voice Development, Graphic Design, Green-Light/Pitch/Fundraising Presentation Design, Website Development, CMS, Webflow, Marketing Campaign Management, Digital Management (AdWords,

Facebook, TikTok, Snapchat, Twitter), Google Analytics, SEO/SEM, Social Media Marketing, A/B Testing, Digital Roadmap, Omnichannel Content Optimization, Influencer Marketing, and Community Building

Video Production: Creative Development, Team Management, Technical Direction, Hardware Maintenance, Editing, Compositing, Motion Graphics Design, Color Correction, Compression, Legal and ESRB Review, Final Media Preparation, 4K Live Capture, Camera Ops, Lighting, Down Conversion, DVD Authoring, and Archive Management

INDEPENDENT COURSEWORK

2016 - SPARK Entrepreneurship - Harvard Business School

2014 - Presenting Data and Information - Design by Edward Tufte

2012 - Pixar Story, Character, and Animation - Pixar Animation Studios Masterclass

VOLUNTEER EXPERIENCE

Guest Lecturer and Mentor

June 2014 – May 2021

MassDiGi, Worcester, MA

- Mentored students and gave lectures on creating trailers, press kits, and marketing strategies/campaigns

Mentor

June 2014 – May 2021

Becker College, Worcester, MA

- Coached upcoming graduates on standing out in interviews, critiqued portfolios, and revised resumes

Guest Lecturer

February 2015 – April 2017

Northeastern University, Boston, MA

- Gave lectures for the Department of Game Design on Video Game Marketing and The Art of Game Trailers

City Manager

January 2015 – January 2016

Playcrafting, Boston, MA

- Developed curriculum, recruited talent, on-boarded instructors, scheduled, budgeted, and moderated classes
- Managed daily operations, business relations, and event planning of quarterly 400-person video game expos

Director of Business Development

January 2015 – January 2016

Boston Festival of Indie Games, Boston, MA

- Coordinated with key sponsors, to maximize visibility and impact on the showroom floor
- Mentored sales force and built a strong foundation and supportive atmosphere for the volunteer team

Portfolio, Bio and additional info available at JackDalrymple.com