

JACK DALRYMPLE

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253 High Street
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A hands on Branding Consultant with an all encompassing approach to design, presentation and consistency that increased sales for his last client from \$100,000 to over \$900,000 in three years. A Marketing Creative Services Consultant who built and managed one of the first live HD game capture cinematics studios in the world, and has developed and edited more than \$10 million in marketing trailers and ingame cutscenes for WB Games over the last 10 years.

- ⊕ Brand and Marketing Development
- ⊕ PR and Community Management
- ⊕ Script Development and Video Production
- ⊕ Over 9 million views online
- ⊕ Developed and Edited Over 270 Videos
- ⊕ Technical Direction of Studio and Workstations

Professional Experience

Cap And Cut, LLC – Medford, MA

Mar 2014 – Present

Branding and Marketing Creative Services Consultant

- ⊕ Support and drive the overall market strategy and marketing campaigns
- ⊕ Develop pitches and create materials required to successfully engage clients
- ⊕ Build and maintain business relationships with key clients at the executive level
- ⊕ Negotiating contractual agreements, and identify qualified opportunities to maximize sales
- ⊕ Develop identity and core campaign components; including web design, messaging, press releases, Kickstarter, videos, social media planning, marketing campaign development, execution and analysis

Warner Bros. – Needham, MA

Apr 2010 – Mar 2014

Lead Video Editor, Technical Director

- ⊕ Manage the daily operations of the Cinematics Department
- ⊕ Schedule, budget, direct and film in-game and live action video shoots
- ⊕ Plan and maintain the technical operations of the video capture & editing hardware
- ⊕ Develop and implement an updated archiving system for over 95 TB of past projects and data
- ⊕ Support high priority executive projects, pitches and presentations with graphic design and video
- ⊕ Develop and create trailers and shows used by Marketing to promote DC Comics' Infinite Crisis™, The Lord of the Rings Online™, Dungeons & Dragons Online™, Asheron's Call® and games in development

Turbine, Inc. – Westwood, MA

Oct 2004 – Apr 2010

Senior Video Editor

Apr 2007 – Apr 2010

- ⊕ Direct, capture and edit live HD gameplay for marketing trailers and developer diaries
- ⊕ Primary point of contact for development and interdepartmental communicates
- ⊕ Motion graphics design including: logo animations, text slates and lower thirds
- ⊕ Manage over 35 TB of local projects, data and final renders for all approved assets
- ⊕ Maintain local server and game stations with the current and operational game builds

Staff Video Editor

Oct 2004 – Apr 2007

- ⊕ Light, shoot, key, color and edit developer diaries and in-house interviews
- ⊕ Capture and edit in-game cut scenes and character generation videos

- ⊕ Integration of subtitles and localized voice-over for international partners and in game use
- ⊕ High Definition to Standard Definition down conversion and authoring of Standard Definition DVDs
- ⊕ Final media preparation, legal review and compression of all released video assets

Branding & Technical Consultant – Boston, MA Jan 1997 – Present

Ape Law – Albino Lullaby Mar 2014 – Present

- ⊕ Oversee marketing communications including branding, public relations and advertising
- ⊕ Cultivate and develop relationships with press and online personalities to promote brands
- ⊕ Leverage social media and communications to further develop the company and brands
- ⊕ Analyze, evaluate and report both existing and potential marketing activities to stakeholders
- ⊕ Develop identity and core campaign components; including web design, messaging, press releases, Kickstarter, videos, social media planning, marketing campaign development, execution and analysis

Bit Fry Mar 2014 – Present

- ⊕ Manage the daily operations of the Cinematics Department
- ⊕ Schedule, budget, direct and film in-game and live action video shoots
- ⊕ Develop and create marketing trailers, pitch presentations and developer diaries
- ⊕ Motion graphics design including: bumpers, logo animations, text slates and lower thirds
- ⊕ Plan and maintain the technical operations of the game stations, capture and editing hardware

Mini Fun World Jan 2011 – Present

- ⊕ Develop identity and core campaign components for a startup game developer, including logo design, messaging, creative development, campaign planning, execution and analysis
- ⊕ Design website, business cards, letterhead and advertisements, maintaining a consistent brand image
- ⊕ Art design and tech art for smart phone and social network games

Music4 Records Oct 2010 – Present

- ⊕ Develop identity and core campaign components for a startup music label, including logo design, messaging, media planning, creative development, campaign planning, execution and analysis
- ⊕ Art design for album covers and marketing campaigns
- ⊕ Update social networks and communicate with online community

Earth Stone and Water, Ilc Jul 2010 – Present

- ⊕ Design website, business cards, letterhead and advertisements, maintaining a consistent brand image
- ⊕ Heighten brand visibility at the local level by analyzing market research and architecting new marketing strategies and search engine optimization

Northtown Builders Apr 2012 – May 2013

- ⊕ Design website, business cards, letterhead and advertisements, maintaining a consistent brand image
- ⊕ Heighten brand visibility at the local level by analyzing market research and architecting new marketing strategies and search engine optimization

Torn Banner - Chivalry: Medieval Warfare Feb 2011 – Apr 2012

- ⊕ Develop identity and core campaign components for the startup game company Torn Banner Studios, including messaging, media planning, creative development and pre-launch video production
- ⊕ Planning and technical direction for delivery of showfloor videos at PAX, GDC and SXSW

Air Guitar Rock Star Aug 2007 – Sept 2010

- ⊕ Develop identity and core campaign components for a startup game developer, including logo design, website, messaging, creative development, campaign planning, execution and analysis
- ⊕ A&R, license negotiation for music rights, direct, shoot and edit music videos for ingame use
- ⊕ Art design and tech art for the PC game *Air Guitar Rock Star*

Commonwealth Scaffold Jun 2007 – Jun 2009

- ⊕ Design website, business cards, letterhead and advertisements, maintaining a consistent brand image
- ⊕ Implement hardware, software, processes and templates to ensure all external communications are consistent with brand and align with overall goals and objectives of company

Coldwell Banker Boston Waterfront

Jul 2001 – Oct 2004

- ⊕ Design and update websites for individual realtors with current listings
- ⊕ Layout listing sheets and advertisements while maintaining a consistent image for individual realtors

Rain Shield

Apr 1997 – Jun 1999

- ⊕ Develop identity and core campaign components for a startup businesses, including logo design, messaging, creative development, campaign planning, execution and analysis
- ⊕ Develop chemical components for waterproofing windshield washer fluid additive

American Distance Learning Academy – Dania, FL

Sept 2004 – Present

Technical Consultant and Developer

- ⊕ Key decision maker in platform and development technologies saving thousands in recurring revenue
- ⊕ Design, layout and development of website and online classrooms coordinated with programmers
- ⊕ Use of HTML, PHP, JAVASCRIPT, CGI and Windows Media to develop cutting edge environment
- ⊕ Develop E-Commerce solutions and CGI routines for custom development
- ⊕ Prepare online tests for integration into system

Creative Skills

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, HD Live Capture, Camera Op, Lighting, Down Conversion, DVD Authoring, Archive Management

Marketing: Brand Development, Marketing Strategy Development, Art Direction, Graphic Design, Website Development, Search Engine Optimization, E-Commerce Integration, Tool and Process Development for Content Update, Social Media and Community Relations

Game Development: Creative Direction, UI Design, Tech Art, Game Capture, Game Trailer Production, Pitch Video and Presentation Development

Technical Skills

Software: Apple Final Cut Pro, Adobe After Effects, Adobe Premier, Avid Media Composer, Adobe Photoshop, Adobe Illustrator, Adobe Encore, Adobe Flash, Adobe Dreamweaver, Apple Motion, Apple Color, Apple DVD Studio Pro, Blackmagic Design DaVinci Resolve, Bluefish444 Symmetry, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Sonic Foundry Sound Forge, Steinberg WaveLab, Steinberg Nuendo, Autodesk Cleaner XL, Apple Compressor, Windows Media Encoder, RAD Game Tools, Test Track Client, Hansoft, Jira, Confluence, Perforce

Hardware: Analog Way Broad Scan, Grass Valley ADVC G1, AJA Kona 3G, Blackmagic Design Mini Converter, Blackmagic Design HyperDeck Studio, Blackmagic Design H.264 Pro Recorder, Bluefish444 HD|Fury, Digidesign 888|24 I/O, 1 Beyond Wrangler StreamMachine, BOXX Technologies PC Workstation, Apple Mac Pro Workstation, Apple MacBook Pro, Canon XH A1, Canon D60, Canon 5D Mark III, Sony NEX FS700, Sony PMW-200, QNAP TurboNAS

Independent Coursework

- ⊕ 2014 – Presenting Data and Information - Design by Edward Tufte
 - ⊕ 2012 - Pixar Story, Character and Animation Masterclass
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Volunteer Experience

MassDiGi – Becker College

Jun 2014 – Present

Mentor

MassDiGi has launched several initiatives include the Summer Innovation Program and the Game Challenge; both of which bring student from various universities and industry professionals from across the region together to work on creative projects in a real game development environment.

- ⊕ Advise students in the development of achievable game trailers
 - ⊕ Critique game trailers and recommend solutions during the production process
 - ⊕ Lecture on the making of game trailers and preparations for marketing campaigns
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AAA Game Titles

- ⊕ 2014 – Albino Lullaby
- ⊕ 2014 - DC Comics®: Infinite Crisis©
- ⊕ 2013 - The Lord of the Rings Online™: Helm's Deep™
- ⊕ 2013 - Dungeons & Dragons Online®: The Shadowfell Conspiracy™
- ⊕ 2012 - Chivalry: Medieval Warfare
- ⊕ 2012 - The Lord of the Rings Online™: Riders of Rohan™
- ⊕ 2012 - Dungeons & Dragons Online®: Menace of the Underdark™
- ⊕ 2011 - The Lord of the Rings Online™: Rise of Isengard™
- ⊕ 2010 - The Lord of the Rings Online™: Free-to-Play
- ⊕ 2009 - The Lord of the Rings Online™: Siege of Mirkwood™
- ⊕ 2009 - Dungeons & Dragons Online®: Free-to-Play
- ⊕ 2008 - The Lord of the Rings Online™: Mines of Moria™
- ⊕ 2007 - The Lord of the Rings Online™: Shadows of Angmar™
- ⊕ 2006 - Dungeons & Dragons Online®: Stormreach™

Reel, Bio and additional info available at JackDalrymple.com