

# JACK DALRYMPLE

(781) 874-9153  
JackDalrymple.com

6 Liberty Square #2020  
Boston, MA 02109

---

A hands-on creative content team leader with an open approach to user experience, presentation and consistency across touchpoints for brands, representing both SMBs and Fortune 500 Companies. At the forefront of the VR industry, he produced the game industry's first AAA Mixed Reality Game Trailers for Facebook Oculus, Harmonix and Rock Band VR, compositing live real world gameplay footage onto simultaneous live game capture from the VR world, setting a precedent for this media style worldwide. A Technical Director and team leader 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 assets for Warner Bros. over a 10 year period.

- ⊕ Brand and Marketing Development
- ⊕ Style Guide and Design Methodology Development
- ⊕ Internal Leadership and External Client Management
- ⊕ Technical Direction of a AAA Cinematics Studio
- ⊕ Produced First AAA Mixed Reality Game Trailer
- ⊕ Developed Over 320 Assets at 10 Million Online Views

---

## Professional Experience

**Bit Fry Game Studio** – Portsmouth, NH

Sept 2017 – Present

### *SVP of Marketing*

- ⊕ Create, develop and apply innovative go-to-market strategies and content including product advertising, media, experimental, and digital activities that ensure maximum market share
- ⊕ Build and lead a team to maximize marketing opportunities and provide data-driven insights and recommendations to measure ROI and optimize market share performance
- ⊕ Manage costs across agencies; oversee and execute the development of all brand assets from concept to creative, including design direction, influencer planning, and implementation
- ⊕ Work across teams to develop and improve assets and materials for BD pitches and commercial proposals for prospective partners, including Greenlight, Licensor, Investor, and Publisher

**Cap And Cut, LLC** – Medford, MA

Feb 2014 – Aug 2017

### *VP of Business Development*

- ⊕ Build and maintain business relationships with key clients at the executive level
- ⊕ Support and drive the overall market strategy and marketing campaigns
- ⊕ Develop pitches and create materials required to successfully engage clients
- ⊕ Negotiating contractual agreements, and identify qualified opportunities to maximize sales
- ⊕ Manage workflow and lead creative for T-shaped teams from the conception through delivery

**Ape Law** – Andover, MA

Feb 2014 – Aug 2017

### *Branding and Marketing Creative Services*

- ⊕ Develop and track metrics and success criteria for all marketing programs and activities
- ⊕ Oversee marketing communications including branding, public relations, and advertising
- ⊕ Leverage social media and communications to further develop the company and brands
- ⊕ Cultivate and develop relationships with established online personalities to promote brands
- ⊕ Analytics and market research management, website design and content control
- ⊕ Develop benchmark criteria to measure the effectiveness of marketing programs

**Bit Fry Game Studio** – Portsmouth, NH

Feb 2014 – Aug 2017

***Cinematics Editor and Branding Consultant***

- ⊕ 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 video capture & editing hardware

**Warner Bros.** – Needham, MA

Apr 2010 – Mar 2014

***Lead 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 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: UI, UX, 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 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 – Mar 2007

***Brand Development, Graphic Design, Website Design, E-Commerce Integration, Tool and Process Development for Content Update, Hardware Implementation, Marketing Strategy Development and Search Engine Optimization***

- ⊕ Develop identity and core campaign components for startup businesses, including logo design, messaging, media planning, creative development, execution and analysis
- ⊕ Design website, business cards, letterhead and advertisements, maintaining a consistent brand image across social media websites
- ⊕ Heighten brand visibility at the local level by analyzing market research and architecting new marketing strategies and search engine optimization
- ⊕ Implement hardware, software, processes and templates to ensure all external communications are consistent with brand and align with overall goals and objectives of company

Companies: Albino Lullaby, Mini Fun World, Music4 Records, Earth Stone and Water, Northtown Builders, Chivalry: Medieval Warfare, Air Guitar Rock Star, Commonwealth Scaffold, Coldwell Banker Boston Waterfront, Rain Shield

**American Distance Learning Academy** – Dania, FL

Sept 2004 – Mar 2007

***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 HDIFury, Digidesign 888I24 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

- ⊕ 2016 - Harvard Business School - SPARK Entrepreneurship
  - ⊕ 2014 - Presenting Data and Information - Design by Edward Tufte
  - ⊕ 2012 - Pixar Story, Character and Animation Masterclass
- 

## Volunteer Experience

**Guest Lecturer and Mentor** – MassDiGi

Jun 2014 – Present

- ⊕ 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

**Mentor** – Becker College

Jun 2014 – Present

Meet with students to critique portfolios, revise resumes and develop a plan for after graduation moving into the workforce.

**Guest Lecturer** – Northeastern University

Feb 2015 – Apr 2017

Guest Lecturer for the Department of Game Design students, giving lectures on: Video Game Marketing and The Art of Game Trailers.

**City Manager** – Playcrafting Boston

Jan 2015 – Jan 2016

- ⊕ Manage daily operations, business relations and event planning
- ⊕ Organize and promote quarterly 400 person videogame expos
- ⊕ Develop curriculum; recruiting and on-boarding of instructors
- ⊕ Schedule, budget, organize and moderate classes and events
- ⊕ Create marketing and promotional materials and maintain social networks

**Director of Business Development** – Boston Festival of Indie Games

Jan 2015 – Jan 2016

- ⊕ Work with managers to plan, manage and execute all logistics, communications and planning
- ⊕ Maintain close liaison with key clients, working in partnership to meet their business objectives
- ⊕ Direct the creation of proposals and presentations to optimize sponsorship procurement
- ⊕ Mentor managers and build a strong foundation and supportive atmosphere for our volunteer team

---

## 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](http://JackDalrymple.com)**