

JACK DALRYMPLE

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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. Seven years agency work developing creative content 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 trailer for Harmonix, and developing/producing creative content for over 30 product launches.

Marketing and Brand Expertise

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

Bit Fry Game Studios – Portsmouth, NH

Feb 2014 – Present

Leading marketing, licensing and business development initiatives working with Apple and sports licenses NBA, NFL, MLB, NHL, WWE and USWNT to launch the worlds-first franchise of arcade sports titles with total athlete crossover from all sports into every game.

Chief Marketing Officer

Feb 2021 – Present

- ☑ Lead cross-functional teams and P&L management across marketing and growth disciplines including brand and performance marketing, content, social/earned media, SEO/SEM, consumer insights, BI/analytics, licensing, esports, agency relations, and business development
- ☑ Revived global brand strategy for launch of NBA title, defining brand positioning, identity and voice, PR beats, marcomm reboot, grassroots approach, content planning, social media and digital strategy, consumer relations, increasing brand engagement and global brand relevancy
- ☑ Develop and implement go-to-market strategy, merchandising and promotional calendar, public relations, media planning, creative development, social media, story development, influencer marketing, collateral production, and agency management
- ☑ Built and scaled creative and technical in-house teams with a deep focus on mentoring, culture, life/work balance, and professional development; resulting in hitting fast-paced targets and maintaining organizational alignment while having 100% retention of talent

SVP of Marketing

Sept 2017 – Jan 2021

- ☑ Create, develop, and apply innovative go-to-market strategies and content including product advertising, media, experiential, and digital activities that ensure maximum market share
- ☑ Build and lead a team to maximize marketing opportunities; 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 business development pitches and commercial proposals for prospective partners, including greenlight, licensor, investor, and publisher

Cinematics Editor and Branding Consultant

Feb 2014 – Aug 2017

- ☑ Manage the daily operations of the Cinematics Department
- ☑ Develop and create marketing trailers, pitch presentations, and creative content
- ☑ Plan and maintain the technical operations of the video capture and editing hardware

Cap And Cut – Boston, MA

Feb 2014 – Present

Seven years leading a boutique agency developing branding packages and unique best-in-class creative content in a wide variety of art styles for SMBs and Fortune 500s.

VP of Business Development and Creative Content

- ☑ Build and maintain business relationships with key clients at the executive level
- ☑ Support and develop overall marketing strategies and marketing campaigns
- ☑ Develop pitches and creative materials required to successfully engage and serve clients
- ☑ Manage workflow and lead creative for T-shaped teams from the conception through delivery

Warner Bros. – Needham, MA

Apr 2010 – Mar 2014

*Ten years leading a team creatively and technically to develop AAA content for green-lighting and marketing of *The Lord of the Rings*, *Dungeons and Dragons*, *DC Comics*, *Infinite Crisis*, *Batman*, and *The Game of Thrones*.*

Lead Editor, Technical Director

Apr 2010 – Mar 2014

- ☑ 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 and 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 Games – Warner Bros. Studio – 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 2000 – Mar 2007

Brand Development, Graphic Design, Website Design, E-Commerce Integration, Tool and Process Development, 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

Clients: Mini Fun World, Music4 Records, Earth Stone and Water, Northtown Builders, Chivalry: Medieval Warfare, Air Guitar Rock Star, Ape Law, Seaport Tattoo, Commonwealth Scaffold, Coldwell Banker Boston Waterfront, and 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, and 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, and Perforce

Hardware: Analog Way Broad Scan, Grass Valley ADVC G1, AJA Kona 3G, Blackmagic HyperDeck Extreme 8K, Blackmagic Design Teranex AV, 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, and 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
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Volunteer Experience

Guest Lecturer and Mentor – MassDiGi

Jun 2014 – May 2021

- ☑ 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 – May 2021

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 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

Portfolio, Bio and additional info available at JackDalrymple.com