

Patrick A. Truby

creative person

experience

ESPN • Portland, OR & Bristol, CT

Social Media Designer • Dec. 2020-present

Assist in the management and professional development of the live window staff. Ideate, design, and create content for social audience of over 60 million. Provide visual and editorial feedback on content to ensure alignment with brand identity. Collaborate with sales, marketing, and creative teams to generate more than \$60 million in sponsorship revenue to date in fiscal year 2021. Create social and linear animations and graphics to promote key tentpole events. Lead information and digital literacy training workshops for social media team of 50+ employees.

Associate Producer • Jan. 2020–Dec. 2020

Developed and launched a new, original daily show on Quibi. Mastered show graphics packages and trained staff members on best practices. Ideated daily, weekly, and feature segments.

Freelance • Portland, OR

Illustrator • June 2013–present

Animated the Emmy winning #watchTOGETHER commercial for Fox Sports Detroit. Partnered with adidas and independent artists to build in-store installations. Worked with Nike Communications teams on several product release announcements. Launched season-long digital campaigns with Philadelphia 76ers.

PureRED/Kroger • Portland, OR

Copywriter • Oct. 2013–Jan. 2020

Used market research to plan, develop, and execute new sales events and ads. Identified new business opportunities and collaborated with team members to deliver new content. Wrote customer facing print ads, digital content, and recruiting material.

ZoomCare/ZOOM+ • Portland, OR

Digital Marketing Manager • March 2015–June 2015

Launched company's inaugural email campaign. Created and monitored all digital and social media campaigns and accounts. Rewrote web content for SEO optimization and new brand identity. Developed new communication standards for all Business-to-Consumer interaction.

Emerson College Library • Boston, MA

Acquisitions & Cataloging Assistant • Jan. 2008–June 2013

Taught research, writing, and information literacy classes. Provided one-on-one research assistance.

Oregon State University • Corvallis, OR

Writing & Teaching Assistant • March 2006–June 2007

Provided academic support to writers of varied skill levels.

contact

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location Portland, OR

skills

Creative Direction

visual & written storytelling,
animation, illustration,
campaign development,
print design, mobile content
design, script writing

Adobe Creative Suite

Photoshop, Premiere, InDesign,
After Effects, Lightroom

Social & Digital Content

audience engagement
marketing, brand strategy,
targeted & non-targeted
advertising and production,
analytics-driven content creation,
live-window content creation

Technical

Microsoft Office Suite, working
knowledge of HTML & CSS

education

Master of Fine Arts

Creative Writing
Emerson College, 2010

Bachelor of Arts

English
Oregon State University, 2007