



Jeremy Jones

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Work Experience

Renegades Sports Group | May 2022 – Present | Richardson, TX

Head of Marketing (May 2022 - Present)

Renegades Sports Group is an ownership group that fully owns Renegades Soccer Club, Soccer Spectrum, and The Big 6 Foundation. My role as Head of Marketing is to organize, design, and execute all creative marketing campaigns within the 3 brands. Each brand acts independently of each other, therefore my role as Head of Marketing is an active Leadership role within all 3 organizations simultaneously.

Soccer Spectrum

Soccer Facility with a bar, restaurant, and indoor + outdoor soccer fields

- Primary responsibility is to create the ultimate soccer experience for players and fans of all ages. All of our decisions and projects are based on our 4 values of Play, Eat, Drink, & Community. Our ownership group took over from the previous owners who have owned the facility since 1986. Their love for the game is what kept them open for so long and we wanted to bring that identity to life and maintain that status of being one of the best soccer facilities in Texas.
- Secondary responsibility is to help grow the number of teams that are in our leagues as well as bring in new forms of business that are not directly related to our leagues.
- Used Adobe Suite to design and create social media content. Managed their Facebook and Instagram accounts and posted 3-7 times a week on both platforms. Also created distributed paid ads on both platforms with Meta Business Suite.
- Directed Google Ads and SEO/SEM Campaigns with VAST Networks to improve our search results on google and to feed our pipeline of players. (May 2022 - Aug 2023) Keywords: +6.8K%, Traffic from Search Engines: +392%,
- Acted as first point of contact with The Ticket Radio Station. Organized and hosted multiple live radio shows at our facility.
- Organized and hosted our inaugural Supporters Club Fan Fest that was partnered with The Ticket Radio Station
- Created and organized the Supporters Club Champions League Tournament where we recruited 10 supporters clubs to compete in a year-long soccer tournament.
- Designed a line of Championship T-Shirts that were changed every quarter. Also designed staff merchandise as well as merchandise that was sold to our community.
- Designed, produced, and placed all artwork and signage within the facility
- Collaborated with the Front of House Manager to create weekly food and drink promotions as well as holiday themed menus and events.
- Acted as main point of contact with local supporters clubs to host and create a game day atmosphere for watch parties in our bar. Parties consisting of 100+ people
- Organized with 3rd party tournament directors to create our very first Cash Prize soccer tournament that brought in \$9000+ in food and beverage sales (75% increase than our average sales on a Saturday)
- Redesigned and managed the website using wix.com
- Collaborated with freelance photographers, videographers, and content creators to capture content within our facility and at special events
- Recruited and negotiated sponsorship deals for the facility. Designed ads and coordinated with contractor to display ads on our indoor field
- Directed a commercial with the help of local video agency
- Formed a partnership with Texas Roundnet to host their annual Spikeball Tournaments
- Collaborated with ABC News to film a news segment over our 60+ Silver Soccer League
- Built relationships with local social media influencers within the soccer community to promote our facility

Renegades Soccer Club

Youth Soccer Club with players aged 2-18. We have over 150 Teams and over 2800 active players all across Texas.

- Primary responsibility is to create and maintain a brand identity that focuses on players of all levels and backgrounds. I was hired to bring their image and identity to a quality that compared with a professional club but one that still focused on players having fun and being a community.
- Secondary responsibility is to use social media and digital marketing campaigns to help recruit new families into our program and grow the number of teams.

- Used Adobe Suite to design and create social media content. Managed their Facebook, Instagram, TikTok Accounts and posted 3-7 times a week on each platform. Also created distributed paid ads on Facebook and Instagram with Meta Business Suite.
- Directed Google Ads and SEO/SEM Campaigns with VAST Networks to improve our search results on google and to feed our pipeline of players. (May 2022 - Aug 2023) Keywords: +196%, Traffic from Search Engines: 85.1%,
- Designed merchandise, placed orders, and acted as line of communication with our vendor. Deliverables such as spirit gear, camp shirts, winter gear, and more.
- Created a Shopify store for the club and managed the store with the assistance of our vendor and their warehouse.
- Redesigned and managed the club's website using wix.com
- Captured action photography at Open Training Sessions and Games
- Assisted our Operations Team in organizing and promoting a yearly Grinch Themed Food Drive that would support North Texas Food Bank

Big 6 Foundation

Yearly Non-Profit corn hole tournament that raises money for schools in Richardson ISD.

- Website updates and management
- Designed the event t-shirt, flags, merchandise, and signage for the event
- Designed the team t-shirts that were worn by 500 attendants
- Assisted in organizing and working the event with the Event Coordinator
- Filmed and edited a video of each tournament that was used for promotions.

The Decor Group | February 2019 – February 2022 | Irving, TX

Art Director (August 2019 – February 2020)

- Engaged in a fast-paced, agency style work environment where I lead our marketing team of 3 to execute creative campaigns for our 5 different customer facing brands, our 300+ Christmas Decor Franchises, sales team, and product development teams.
- Acted as project manager for the creative team and prioritized projects on the team's to-do list. Common to receive sudden projects from the CEO and sales team that have a 24 hour deadline.
- Provided Art Direction and guidance to the junior/senior designers during creative projects.
- Deliverables such as project renderings, custom products, sales presentations, brochures, promotional videos, email campaigns, advertisements, truck wraps, and more.
- All customer management and marketing campaigns were used and tracked with NetSuite CRM.
- Executed external marketing and creative campaigns for our vendor partners, 300+ Christmas Decorator franchises, and our professional decorator/designer network.
- Created the Brand Identity and provided the art direction for the 25th Annual Christmas Decor Conference.
- Maintained communication with our partnering PR agency, Web Management Company, freelancers, contractors, and printer to execute marketing campaigns.
- Supervised our email marketing campaigns, sending up to 30 different campaigns per-year. Emails varying from product promotions, training classes, or an announcement to our franchises. Using softwares, Bee-Pro and NetSuite. Campaigns could send up to 15,000 customers/leads at a time.
- Managed a word-press website and a franchise locator map using KML data. Responsible for adding new franchises to the map and updating current franchise information on the site.
- Managed our online catalog library for our customers and clients to view.
- Assisted a third-party team with the art direction and UI to create the Decor Smart iOS app.
- Facilitated a \$40,000 SEO campaign for our ChristmasDecor.com website to prepare for the 2021 holiday season.
- Provided creative direction on product and display photography sessions as well as video shoots of our showrooms.

Senior Graphic Designer (August 2019 – February 2020)

- Worked with the Art Director and junior designer to execute creative campaigns.
- Took photography and videos of our products.
- Redesigned the barcana.com website using wix.com.
- Created catalogs, brochures, flyers, and other marketing material for our internal teams and external franchises.
- Illustrated custom products to submit to our vendor in Greece to create products up to 20ft tall.
- Used photoshop with our product images to create project renderings to assist with sales presentations.
- Created multiple catalogs and brochures ranging from product catalogs, instruction manuals, promotional catalogs, or a project portfolio for a franchise.

- Designed signs/banners for our trade shows. Signs or banners could be up to 25ft wide or tall.
- Designed vehicle wraps for multiple different types of trucks, trailers, and lifts for the franchise network.
- Managed a project where we hired a videographer to take a 360° tour of our showroom during the pandemic.

Graphic Design Intern (February 2019 – August 2019)

- Assisted in taking, editing, and uploading our small product photography into the new web store for our franchises and customers to purchase. Over 200 products/images. Web store management was all used with NetSuite CRM.
- Created magazine and display ads for our digital marketing campaigns.
- Assisted the marketing team to execute creative campaigns.

Nifty Fifty Solutions | February 2020 – January 2022 | Dallas, TX

Creative Lead

- Provided creative direction on projects and marketing campaigns for our 15+ clients.
- Participated in weekly in-person or online team meetings to discuss projects, clients, and potential business.
- Facilitated with a copywriter and graphic designer to execute social media campaigns for up to 6 clients per month.
- Creative Director on logo projects and brand identity campaigns.
- Designed marketing material / graphics for clients.
- Took part of a YouTube series discussing graphic design and digital marketing.
- Participated in external networking events to meet new clients and maintain relationships with current clients.

Education

Texas Tech University | Class of 2016 | Lubbock, TX

B.A. Marketing & Management Degree

Brookhaven College | Class of 2019 | Dallas, TX

Assocaites Degree in Visual Communication - Graphic Design

Organizations

Official Liverpool F.C. Supporters Club – DFW | Summer 2020 – Present | Dallas, TX

Merchandise Coordinator + Advisor (Spring 2023 - Present)

- Design, order, and distribute membership merchandise
- Designed Custom Kits for the club's soccer team
- Act as an advising role for the leadership team and provide assistance when needed.

President (Summer 2020 - Spring 2023)

- OLSC DFW is the Dallas/Ft. Worth branch of the Official Liverpool Supporters Club. We have over 250 members that are a growing community of die hard Liverpool Fans.
- Overall goal as president was to leave the organization better than when we found it. I wanted to create a welcoming culture that is known all throughout the country where the DFW group is one of the most passionate and friendly groups to be a part of.
- Lead by example and display the values of Liverpool Football Club.
- Act as main point of communication between the Supporters Club and Liverpool Football Club.
- Manage a leadership team of 5+ people and drive the culture of the club to become one of the most active supporters clubs in North America.
- Organize leadership team meetings and annual general meetings for all members to participate.
- Plan membership events such as christmas parties and social events.
- Design, order, and distribute membership merchandise.
- Communicate with Liverpool Football Club to approve custom merchandise to make sure we are following their brand guidelines.
- Designed, maintain and update the supporters club website. www.lfcdfw.com.
- Type up email newsletters and send out email blasts to members using mailchimp.
- Package and ship membership merchandise packets.
- Acting admin of a facebook group of 1000+ members.
- Assist our Secretary in executing social media campaigns.
- Assist Treasurer in creating an annual budget.

- Manage the supporters club email inbox and respond to questions and business inquiries.
- Our club has raised \$5000+ to our local food banks as well as other community service efforts.

Software Experience / Skills

Adobe Suite

- Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom, Character Animator

Microsoft Office / Teams

- Word, Powerpoint, Excel, Outlook

Google Software

- Google Drive
- Google Ads
- Google Analytics

Other Software Experience

- Wordpress
- BeePro
- ClickUp
- Issuu
- Challenge
- Zendesk
- Final Cut Pro
- MailChimp
- JotForm
- Meta Business Suite
- DaySmart
- QR Code Generators
- Blender
- Facebook Ads
- Social Pilot
- LinkTree
- PlayMetrics
- NetSuite
- GoDaddy
- Shopify
- Constant Contact
- Slack
- Salesforce
- Wix
- Flipbookk
- Chat GPT
- CapCut

Logo Design / Identity Design

Logo Animation

Brand Strategy

Copywriting

Photography / Videography