

SEAN R. JONES

CREATIVE & MARKETING EXECUTIVE | EXECUTIVE PRODUCER | AI & DIGITAL STRATEGIST

Orlando, FL | 646-388-3000 | sean@successjones.com | successjones.com | linkedin.com/in/successjones

EXECUTIVE PROFILE

Senior creative, marketing and digital leader with decades of experience connecting strategy, storytelling, production, technology and business systems. Proven across B2B and B2C marketing, executive-level video production, digital experiences, AI-enabled workflows, CRM/automation and customer acquisition. Leads cross-functional teams, manages complex campaigns and turns emerging technology into practical business solutions.

CAREER IMPACT

- Designed and managed 550+ websites and digital experiences across e-commerce, SaaS, corporate and brand environments.
- Produced 400+ video projects spanning commercials, television programming, corporate media, product content and branded storytelling.
- Developed marketing and creative work for 150+ companies across strategy, production, web, automation and conversion systems.
- Selected credits include Discovery Channel, The History Channel, Honda, RICOH, Staples, Lamborghini, Coca-Cola, Tommy Hilfiger, Seagram's, Def Jam/Universal, Columbia Records and Roc-A-Fella Records.

CORE LEADERSHIP & EXPERTISE

Creative Direction • Marketing Strategy • Executive Producing • Video Production • Brand Storytelling • AI / Generative Video
• Digital Strategy • CRM & Marketing Automation • Customer Acquisition • Web & Funnel Strategy • Analytics & Optimization
• Cross-Functional Leadership • Team / Vendor Management • Agile / Scrum

PROFESSIONAL EXPERIENCE

SALES SYSTEMS R US

2016 - Present

Founder / Director of Marketing / Senior Video Producer (Consulting)

- Lead strategy and delivery across marketing, creative production, websites, CRM, automation, AI-enabled customer engagement and revenue systems for business clients.
- Develop integrated campaigns across social, email, landing pages, funnels and digital content; use analytics and AI-assisted workflows to improve targeting, messaging and conversion.
- Create concepts, scripts and production plans for web, video, broadcast and promotional campaigns while coordinating internal and external creative resources.
- Built current ventures including Commercials That Convert and ComplianceVideo.com, applying AI video, automation, training systems and digital strategy to real business problems.

PEARSON

Oct 2018 - Apr 2019

Associate Director of Marketing (Contract)

- Led partner marketing, account delivery and cross-functional coordination supporting three university partners.
- Managed marketing strategy, messaging, creative development, project and identity management across multiple components of the marketing lifecycle.
- Directed email and direct-marketing operations including A/B testing, copywriting, funnel execution and campaign optimization using Google Analytics, Salesforce Marketing Cloud and Adobe Experience Cloud.

ADVERTISING IN FLORIDA

Feb 2015 - Aug 2018

Director of Marketing / Video Producer (Contract)

- Produced and project-managed multi-channel client campaigns spanning social media, funnels, analytics, media buying, creative development and stakeholder coordination.
- Directed the design, testing and national rollout of a new presentation system that increased average transaction value by more than 5%.
- Scripted, wrote and directed 60+ advertising and video projects while managing interactive, direct marketing, creative, sales-promotion and PR initiatives.

THE NORTHSTAR GROUP**Jan 2010 - Nov 2014****Director of Video Production / Strategic Marketing**

- Developed, produced and project-managed 54 original shows - 26 for The Source Magazine and 28 for Jones Magazine - while creating marketing strategy and branding around new programming.
- Owned digital content execution against business and audience objectives, applying analytics, brand standards, information architecture and content best practices.
- Coordinated stakeholders across internal departments and managed legal/compliance review to keep program strategy and deliverables aligned and on schedule.

SELECTED PRODUCTION & BRAND CREDITS

Discovery Channel	24 channel IDs / media production and digital work
Roc-A-Fella Records / Films	21 television commercials plus feature-film compositing / motion graphics
Def Jam / Universal Music Group	Commercial production, directing and digital-art work
RICOH	20 product promotional videos and DVD content
Honda Motor Company	Commercial promotional production
Staples	Creative direction / digital-art work on industrial content
Lamborghini	Video and graphics identity package
Coca-Cola	Motion graphics for commercial / industrial content

ENTREPRENEURIAL VENTURES & INNOVATION

- Commercials That Convert - AI-powered commercial production combining human creative direction, script development, generative video and professional post-production.
- ComplianceVideo.com - AI-enabled employee training platform converting SOPs and policies into videos, portals, automated workflows, tracking and AI-assisted support.
- Born To Be Wealthy Foundation - Founder of a 501(c)(3) nonprofit supporting underprivileged children and single-parent families through education, health, nutrition and empowerment initiatives.

TECHNOLOGY & PLATFORMS

Adobe Creative Cloud (After Effects, Photoshop) • DaVinci Resolve • Final Cut Pro • Adobe Experience Manager / Commerce • Salesforce Marketing Cloud • Google Analytics • GoHighLevel • WordPress / WooCommerce • ActiveCampaign • Jira • Asana • Trello • Canva • AI / Generative Video & Content Workflows

EDUCATION

Bachelor of Marketing Communications | City University of New York
Associate of Marketing | Kingsborough Community College