
THE PROFESSIONAL PORTFOLIO

SEAN R. JONES

EXECUTIVE CAPABILITIES

A multidisciplinary career at the intersection of
business, creative production, and technology.

178

CAPABILITIES

13

PRACTICE AREAS

1989

CAREER SINCE

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SUCCESSJONES.COM

One connected professional toolkit.

Creative & Marketing Executive / Executive Producer / AI & Digital Strategist / Business Systems Strategist

THE VALUE

A career that connects strategic planning, storytelling, digital experiences, and the systems that support business execution. The breadth matters because the disciplines reinforce one another.

STRATEGY

CREATIVE

TECHNOLOGY

SYSTEMS

A CAREER IN PRACTICE

550+

WEBSITES BUILT

150+

COMPANIES SUPPORTED

100+

COMMERCIAL / TV PROJECTS

THREE PROFESSIONAL PATHWAYS

01

EXECUTIVE LEADERSHIP

02

STRATEGIC CONSULTING

03

CREATIVE PRODUCTION

Business leadership, creative production, and technology expertise shaped through decades of hands-on work.

13 practices. 4 connected domains.

Explore 178 professional capabilities, organized into four connected domains across 13 practice areas.

01

LEAD & GROW

Strategy, venture building and market development

Executive Leadership & Entrepreneurship 13

Marketing, Branding & Communications 17

Sales, Prospecting & Business Development 14

44

CAPABILITIES

02

CREATE & PRODUCE

Narrative, film craft and intelligent production

Creative Direction, Film & Television 16

Video Production & Post-Production 15

AI Media Production & Prompt Direction 14

45

CAPABILITIES

03

BUILD & AUTOMATE

Digital experiences and connected operations

Websites, UX & Conversion 16

CRM, Sales Systems & Automation 16

Conversational AI & Business AI 11

Analytics, Platforms & Technical Operations 13

56

CAPABILITIES

04

TEACH & CONTRIBUTE

Learning, community impact and working strengths

Learning, SOPs & Compliance Training 13

Nonprofit, Community & Social Impact 10

Personal Working Strengths 10

33

CAPABILITIES

The following sections bring together the capabilities behind leadership, creative production, digital systems, and community impact.

Leadership & growth

Founding, decision-making, outreach and commercial development.

01

Executive Leadership & Entrepreneurship

13 CAPABILITIES

The building blocks of direction, teams and delivery.

VENTURE ARCHITECTURE

- Business vision and venture development
- Founder-led company building
- Business model and offer development
- Strategic planning and prioritization

STRATEGY & DECISIONS

- Cross-functional team leadership
- Creative and operational decision-making
- Budget and resource allocation

PEOPLE & RELATIONSHIPS

- Vendor and stakeholder coordination
- Partnership development and negotiations
- Revenue strategy and recurring-service packaging

EXECUTION & OWNERSHIP

- Client relationship management
- End-to-end project ownership
- Executive presentations and proposals

02

Sales, Prospecting & Business Development

14 CAPABILITIES

The methods that move relationships toward opportunity.

OUTBOUND & TARGETING

- B2B outbound prospecting
- Cold-email campaign strategy
- Prospect segmentation by vertical
- Sales messaging and personalization

SALES CONVERSATIONS

- Walk-in business prospecting
- Receptionist and gatekeeper conversations
- Discovery-call positioning
- Objection handling and follow-up

RESEARCH & QUALIFICATION

- Lead research and prospect-list requirements
- Partnership and referral program design
- Sales collateral and demonstration strategy

PROGRAMS & COMMERCIAL OFFERS

- Opportunity qualification
- Multi-touch outreach cadence planning
- Proposal and service package development

Creative production

From the first concept to the final, finished frame.

03 Creative Direction, Film & Television

16 CAPABILITIES

Story, direction and the leadership of a production.

PRODUCTION LEADERSHIP

- Executive producing
- Film and television producing
- Commercial directing
- Narrative directing and scene blocking

STORY & NARRATIVE DESIGN

- Story development and concept creation
- Screenwriting and script revisions
- Storyboarding and shot breakdowns
- Character development and continuity

CAMERA & PERFORMANCE

- Camera framing and lens-language direction
- Cinematic pacing and performance direction
- Production planning and scheduling
- On-set crew coordination

PRODUCTION DELIVERY

- Casting and talent direction
- Trailer structure and promotional storytelling
- Short-form episodic and micro-drama development
- Production quality control

04 Video Production & Post-Production

15 CAPABILITIES

Editorial craft, image finishing and multi-format delivery.

EDITORIAL FOUNDATION

- Professional video editing
- Long-form and short-form editorial
- Commercial and promotional video production
- Corporate video production

PICTURE & SOUND

- Documentary and interview editing
- Color correction and color grading
- Sound editing and sound design
- Audio cleanup and mixing

VISUAL FINISHING

- Motion graphics
- Visual effects and compositing
- Transitions and visual continuity
- Aspect-ratio adaptation and reframing

FORMATS & DELIVERY

- Platform-specific video delivery
- Training and instructional video production
- Review, revision and final mastering

AI-directed experiences

Applying a filmmaker's discipline to emerging intelligent media.

05

AI Media Production & Prompt Direction

14 CAPABILITIES

Creative control across generative production workflows.

GENERATIVE DIRECTION

- AI-assisted cinematic commercial production
- Text-to-video and image-to-video direction
- Shot-level generative-video prompting
- Reference-image continuity management

CONTINUITY CONTROL

- Character and wardrobe consistency specifications
- Camera-motion and blocking instructions
- Precise shot-duration and pacing design
- Prompt iteration and artifact correction

ITERATION & PREVISUALIZATION

- AI-generated establishing shots and action sequences
- AI-supported creative previsualization
- Human-directed AI production workflows

INTEGRATED WORKFLOWS

- AI-assisted animation and narrative content
- Voice and sound constraints for generated media
- Multi-shot sequence assembly and quality review

06

Conversational AI & Business AI

11 CAPABILITIES

Designing useful, contextual automated interactions.

AGENT DESIGN

- AI voice-agent conversation design
- AI chat-agent knowledge-base design
- Lead intake and information verification

INFORMATION & BOOKING

- AI appointment-setting flows
- Human handoff and escalation rules
- Industry-specific AI assistant prompts

SERVICE SAFEGUARDS

- AI-powered customer support planning
- Consent-aware messaging workflows
- AI-enabled employee support systems

BUSINESS ENABLEMENT

- Prompt engineering for business operations
- AI use-case evaluation and implementation

Brand & digital presence

Translating positioning into campaigns and conversion experiences.

07

Marketing, Branding & Communications

17 CAPABILITIES

Aligning audience, messaging, channels and outcomes.

POSITIONING & IDENTITY

- Brand positioning and messaging
- Brand storytelling and identity strategy
- Integrated campaign planning
- Marketing strategy and execution
- Digital advertising strategy

CAMPAIGN PLANNING

- Audience and customer segmentation
- Offer positioning and differentiation
- Conversion-focused copywriting
- Email marketing and nurture campaigns

CONTENT & CREATIVE

- Social media content strategy
- Social post and caption creation
- Creative campaign production
- Direct-response campaign development

OPTIMIZATION & ACTIVATION

- A/B testing and campaign optimization
- Sponsorship and partnership proposals
- Print and collateral messaging
- Campaign KPI and ROI interpretation

08

Websites, UX & Conversion

16 CAPABILITIES

Designing the web journey from first impression to inquiry.

ARCHITECTURE & BUILD

- Website strategy and information architecture
- Web design and development
- Landing-page and microsite creation
- Conversion-focused funnel design

CONVERSION EXPERIENCES

- Mobile-responsive page planning
- Website redesign and visual direction
- User experience and visitor journeys
- Calls-to-action and lead-capture design

CONTENT & PRESENTATION

- Form and survey architecture
- Portfolio and case-study presentation
- Website copy and content structure
- Basic SEO and discoverability strategy

PERFORMANCE & IMPLEMENTATION

- E-commerce and SaaS website experience
- Domain and subdomain campaign structure
- Website analytics interpretation
- AI-assisted website builder direction

Connected operating systems

Making the operational handoffs behind business growth work.

09

CRM, Sales Systems & Automation

16 CAPABILITIES

Orchestrating lead, pipeline and follow-up infrastructure.

CRM FOUNDATIONS

- CRM setup and architecture
- Contact field mapping and data hygiene
- Lead capture and qualification workflows
- Pipeline and opportunity design

LIFECYCLE ORCHESTRATION

- Sales stage and status management
- Automated email and SMS follow-up
- Tag-based workflow triggers
- Lead routing and assignment

INTEGRATION & QUALIFICATION

- Appointment-booking workflow design
- CRM integration testing
- Instantly-to-GoHighLevel lead handoff
- Positive-response lead qualification logic

OPTIMIZATION & OPERATIONS

- Workflow troubleshooting and optimization
- Automated customer lifecycle management
- Payment and offer workflow planning
- Operational reporting and process documentation

10

Analytics, Platforms & Technical Operations

13 CAPABILITIES

Understanding the tools, measurement and QA behind delivery.

MEASUREMENT FOUNDATIONS

- Google Analytics interpretation
- Adobe Experience Cloud experience
- Salesforce Marketing Cloud experience
- Salesforce CRM experience

ENTERPRISE PLATFORMS

- Campaign tracking and funnel metrics
- A/B test planning and interpretation
- Media-buying and ROI optimization experience

MARTECH OPERATIONS

- Marketing technology stack coordination
- GoHighLevel configuration
- Instantly campaign integration

QUALITY & DELIVERY

- Stripe payment and fee calculations
- Platform troubleshooting and QA
- Digital asset and publishing workflow management

Learning & community impact

Turning knowledge into useful systems and purpose into action.

11

Learning, SOPs & Compliance Training

13 CAPABILITIES

Structured information for training, clarity and consistency.

TRAINING FOUNDATIONS

- Converting policies and SOPs into video lessons
- Employee onboarding training design
- Safety and compliance training content production
- Branded learning portal concepts

LEARNING OPERATIONS

- Training assignment and reminder workflows
- Completion tracking requirements
- Role-specific learning pathways

KNOWLEDGE & ACCESS

- Multilingual training-content planning
- Knowledge-base structuring
- Training script and lesson design

ADAPTATION & AUTOMATION

- Employee-facing AI voice and chat support
- Training workflow automation
- Industry-specific training adaptation

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Nonprofit, Community & Social Impact

10 CAPABILITIES

Mission development, mobilization and engagement.

MISSION & PROGRAMS

- Nonprofit founding and mission development
- Social-impact program strategy
- Community engagement and outreach

COMMUNITY & FUNDRAISING

- Fundraising campaign planning
- Donor messaging and storytelling
- Volunteer and partner coordination

EMPOWERMENT INITIATIVES

- Family empowerment program concepts
- Education and financial literacy advocacy

EVENTS & STORYTELLING

- Event concept and logistics planning
- Impact communication and promotional production

How the work gets done

Working strengths that tie strategy, craft and execution together.

13

Personal Working Strengths

10 CAPABILITIES

Professional behaviors that support cross-disciplinary work.

CROSS-DISCIPLINARY APPROACH

Creative and technical fluency
Strategic-to-tactical execution
Complex-project decomposition

EXECUTION MINDSET

Hands-on problem solving
Interdisciplinary systems thinking
Visual quality standards

CRAFT & REFINEMENT

Iterative creative refinement
Entrepreneurial adaptability

RELATIONSHIPS & REINVENTION

Client-focused communication
Long-term professional reinvention

THE CONNECTED ADVANTAGE

A strong outcome rarely belongs to one discipline.

Sean brings together business context, creative judgment, digital implementation, and connected systems to carry ideas from strategy through execution.

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