



# Jesse Nash Robinson

## MULTIMEDIA CREATIVE - MUSIC INDUSTRY

Visual artist specializing in creative direction and branding for music industry clientele.  
Diverse skillset including motion design, video editing and graphic design for digital and print.

### PROFESSIONAL EXPERIENCE

#### Senior Motion Designer

Weller Media Agency (WMA) | January 2023-Present

- Create social-first content, cover artwork, lyric videos, and out-of-home advertisements from concept to execution.
- Edit music videos, sizzle reels, live show recaps, interviews, and compilations.
- Provide mentorship, quality control, project management, and scheduling for junior designers.
- Work cross-departmentally with film, marketing, social, and partnership teams.
- Manage client communications for retainers including Amazon Music, Disney, and Live Nation.
- Develop and convert AR experiences and filters Snap Lens Studio and TikTok Effect House.
- Utilize Trello and Float for project/workload tracking and hourly billing.

#### Digital Content Specialist

Universal Music Group Nashville (UMG) | August 2019-January 2023

- Managed in-house creative for digital marketing team supporting over 40 frontline artists.
- Designed uniform graphics for implementation across diverse platforms ranging from social media to 40' billboards.
- Supervised freelance creatives and managed revisions to adhere to artist branding.
- Managed quality control and ingestion of video content from external directors and studios.
- Utilized Outlook, Monday, Sony Ci, and proprietary asset systems to manage project scheduling and archival.

#### Art Director

Proud Mom Productions | April 2018-May 2020

- Managed all visual content including design, video, and photography for DIY music collective.
- Commissioned and directed freelance creatives and crew.
- Worked collaboratively to develop digital marketing strategy.
- Managed production and event budgets and invoices.

#### Graphic Designer

Capitol Christian Music Group | January 2019-August 2019

- Designed print products including sheet music book covers and complex music packaging sets.
- Created social graphic template packages for sale to churches.

### EDUCATION

#### Bachelor of Science: Multimedia Production & Songwriting

Belmont University

Portfolio:  
**JESSENASHROBINSON.COM**

Jesse@JesseNashRobinson.com