

Wes Cooper

Creative Marketing & Production Manager

Portfolio: wes-cooper.com

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SUMMARY

Creative multimedia designer and marketing professional with 8+ years of experience developing brand-focused campaigns, visual communications, and audience engagement initiatives across digital, print, social media, and live-event platforms. Skilled in graphic design, brand stewardship, visual storytelling, and marketing asset development, with a proven ability to translate strategic objectives into compelling creative solutions.

Recognized for delivering high-quality work in fast-paced environments

SKILLS & PROFICIENCIES

- *Design & Creative*
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
 - Graphic Design & Visual Communication
 - Brand Identity Development & Brand Standards Management
 - Print Production & Digital Asset Creation
 - Presentation Design & Visual Storytelling
 - Professional Photography
 - Commercial Videography & Multimedia Production
 - Music, Dialogue & SFX Mixing
- *Marketing & Communications*
 - Integrated Marketing Campaign Development
 - Email Marketing Design & Production
 - Marketing Automation Platforms
 - Social Media Creative Development
- *Project Management & Leadership*
 - Creative Project Management
 - Cross-Functional Team Collaboration
 - Multi-Project Workflow Management
 - Team Leadership & Staff Development
 - Deadline-Driven Production Management
- *Additional Software*
 - Eloqua, FanMaker, ShoFlo, ProPresenter, vMix, ENPS, ProVideoPlayer, Microsoft Office, Click Effects

EDUCATION

Bachelor of Arts, Broadcast Journalism

University of Mississippi - Oxford, MS

2013-2017

WORK HISTORY

Production & Press Box Manager

Diamond Baseball Holdings, Augusta GreenJackets, North Augusta, SC

March 2023 to present

- Lead the creative execution of large-scale venue graphics, scoreboard content, sponsor activations, and event branding throughout the season.
- Design and produce creative assets for marketing campaigns, including digital graphics, social media content, video elements, promotional materials, signage, and in-stadium branding.
- Partner closely with marketing leadership to develop visual concepts supporting ticket sales, sponsorship initiatives, community engagement, and brand awareness campaigns.
- Create and maintain brand-consistent creative across digital platforms, gameday experiences, special events, and community outreach initiatives.
- Develop visual storytelling campaigns that increase fan engagement and strengthen the organization's connection with local audiences.
- Manage multiple creative projects simultaneously while balancing tight deadlines, evolving priorities, and seasonal campaign demands.
- Collaborate with cross-functional teams, including marketing, sales, and operations, to ensure successful campaign execution.
- Produce, edit, and optimize multimedia content using Adobe Creative Suite, including Photoshop, Illustrator, Premiere Pro, and After Effects.
- Train and supervise seasonal staff while maintaining production standards, quality control, and operational efficiency.

Multimedia Journalist

Nexstar Media Group, WATE-TV, Knoxville, TN

January 2022 to February 2023

- Researched, shot, wrote, and edited daily news packages for both live and pre-recorded segments.
- Provided rapid, reliable coverage during breaking news events, often producing live hits and updates within minutes of events unfolding.
- Collaborated with producers, digital teams, and newsroom leadership to ensure cohesive visual communication across multiple platforms.
- Managed simultaneous deadlines while maintaining accuracy, quality, and consistency.

Multimedia Journalist

Nexstar Media Group, WJBF-TV, Augusta, GA

June 2018 to December 2021

- Produced visual and multimedia content supporting broadcast, digital, and social media platforms throughout the CSRA.
- Created compelling stories for air.
- Developed strong relationships with community leaders and organizations to identify impactful stories and audience-focused content.
- Delivered high-profile coverage of major events while maintaining exceptional visual quality under tight deadlines.

Producer

Heartland Media LLC, WAAY-TV, Huntsville, AL

October 2017 to March 2018

- Produced daily newscasts while coordinating content, graphics, and storytelling elements across multiple departments.
- Created visual and editorial content that enhanced audience understanding and engagement.