Jason Kozlik

CREATIVE | ART | DESIGN

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PROFILE

I am a collaborative, innovative visual problem-solver with a flair for building top brands, evolving employer branding, and launching Silicon Valley startups. My passion lies in creating high-value online and offline experiences that seamlessly connect people to brands and products. By integrating AI into my strategies, I enhance creativity and engagement in every project.

Harnessing the power of AI, I adapt and innovate to deliver engaging, memorable experiences that captivate audiences and drive results in the dynamic world of recruitment marketing.

My diverse client portfolio includes Amazon, Google, Visa, Yahoo, Adobe, Dunkin', Splunk, Microsoft, Centrify, MobileIron, PayPal, Gruppo Campari, Zillow, Dollar Tree Inc., HCA Healthcare, and CommonSpirit Health.

SKILLS

CREATIVE STRATEGY
ART DIRECTION
CONCEPT DEVELOPMENT
BRANDING & IDENTITY
CAREER WEBSITES
UX & UI
PHOTOGRAPHY
WEB DESIGN
PROJECT MANAGEMENT
GRAPHIC DESIGN
SOCIAL MEDIA
DIGITAL MARKETING
STORYBOARDING
ILLUSTRATION
MOTION GRAPHICS
PRINT & PACKAGING

AWARDS

2024 INTERNET ADVERTISING AWARD (IAC)
Best Food Industry Integrated Ad Campaign (Dunkin')

2024 RALLY RECRUITMENT MARKETING AWARDS
Best Employer Brand Launch (Dunkin')

Best Use of Paid Social Media (Baylor Scott & White Health)

2022 RALLY RECRUITMENT MARKETING AWARDS
Best Use of Social Media in Recruitment Marketing (CommonSpirit Health)

Best Use of Video in Recruitment Marketing (VS&Co.)

EDUCATION

2007 – 2011

Art Institute of California - San Francisco
BACHELOR OF SCIENCE- ADVERTISING

While attending the Art Institute I studied art direction, copy writing, graphic design and animation. I founded the H. Bailey Advertising Club and served as AD Club President for 2 years working with Non-Profits.

EXPERIENCE

NOV. 2020 – PRESENT

Recruitics
ASSOCIATE CREATIVE DIRECTOR

I maintain, execute, and build relationships with new and ongoing clients. In this role, my responsibilities include pitching work, CRM, website design, developing social campaigns, and creating promotional videos. My primary focus, however, is on recruitment marketing and employer branding. I strive to create compelling and engaging experiences that attract top talent and strengthen our clients' employer brands.

JULY. 2020 – OCT. 2019

Salt Branding
CREATIVE & BRAND DIRECTOR

Integrated Creative Director with strong brand activations, hands-on as well as implements strategic creative. Responsible for the creative leadership of brand marketing campaigns, developing brand guidelines, web concepting, identity design and logo development for large clients/brands.

OCT. 2019 – JUN. 2018

R2integrated
ASSOCIATE CREATIVE DIRECTOR

Leading creative across all offices. Responsible for the creative vision and execution across entire media. Pertinent re-branding and positioning, identity design, and immersive brand touch-points spanning mobile, web, retail, and packaging.

JUN. 2018 – JAN. 2018

Epsilon
SENIOR ART DIRECTOR

Senior Art Director on award winning digital and also experiential campaigns. Clients such as Google Home, Google Assistant, Google my Business, Sparkling Ice and The San Diego Zoo.

JAN. 2018 – OCT. 2016

Visa
LEAD ART DIRECTOR

Lead an in-house creative team developing content for Visa's overall brand. Working on TV, Digital and out of home campaigns for such sponsorships for the NFL (Regular season, Super Bowl and Draft), Formula E, US Olympics, Visa Checkout and much more worldwide.

JAN. 2016 – OCT. 2015

Yahoo
ART DIRECTOR

I was brought on to create new ad campaigns for Yahoo's current and upcoming applications. In my role, I was responsible for creating promotional videos, social media postcards, banner ads and UI/UX of said applications along with designing for their company store.

OCT. 2015 – OCT. 2014

Edelman
ART DIRECTOR

I have worked on large campaigns as a creative designer for such companies as Adobe, Microsoft, PayPal, Wild Turkey, Solar City, California Walnuts and many others Created everything from Internal PowerPoint templates, social media postcards to art directing promotional videos.