

JORDAN GUNTER

CREATIVE DIRECTOR

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PROFILE

Multidisciplinary Creative Director based in New Orleans with 17+ years of experience in branding, creative strategy, art direction, packaging, and content creation—focused on spirits, fashion, and consumer goods. I lead cross-functional teams across design, video, photography, illustration, and production to craft work that connects and inspires. Hands-on from strategy through execution, I also compose original music, shoot and edit video, and build immersive, full-sensory brand experiences that resonate on every level.

SKILLS

PROFESSIONAL

- Conceptual Thinking
- Brand Strategy
- Project Management
- Relationship Building
- Budget Management
- People Mentoring
- Team Leadership
- Presentation Skills
- On-Set Experience
- Creative Problem Solving

TECHNICAL

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Boards
- Adobe Firefly
- Figma
- Monday
- Omnisend
- Shopify
- ZiFlow
- Microsoft Office
- Midjourney
- Videoleap
- PreSonus Studio One

EXPERIENCE

CREATIVE DIRECTOR

Relic Room, New Orleans, LA | January 2020 - Present

Launched and developed a new-to-world luxury jewelry, accessories, and home décor brand from the ground up, establishing brand identity, creative direction, brand rollout and multi-channel presence.

- Led concept and execution of all brand and creative campaigns – spanning identity, packaging, collateral, social, photography, and video production
 - Cast and directed talent, designed sets, and managed all aspects of photo and video shoots from concept through post-production
 - Composed and recorded original music ([Cut Throat City Jazz Ensemble](#)) and produced, edited, and scored all short-form video content
 - Developed a distinct video aesthetic that drove a 56% increase in social media impressions within one year
 - Revamped global vendor partnerships, achieving 40% cost savings amid 2025 tariff uncertainty
 - Built a targeted influencer program that generated \$18K in incremental sales within two months of launch
 - Secured placement in high-end hospitality venues, including a 5-star, Michelin Key-awarded hotel (2024-2025)
 - Lana Del Rey wore debut Relic Room pieces to the 2025 Met Gala, establishing the brand's presence on a global luxury stage
- PRESS LINKS ([Vogue](#), [Byrdie](#), [Page Six](#), [People](#))

CREATIVE DIRECTOR

The Spice & Tea Exchange, New Orleans, LA | March 2023 - Present

Oversaw brand strategy and creative direction for an in-house design team and external partners, delivering cohesive branding, packaging, and marketing solutions that drove growth and strengthened brand presence in the tea and spice category.

- Planned and managed quarterly ad campaigns – overseeing concept development, photoshoot direction, prop sourcing, and vendor relationships with photographers, illustrators, influencers, and print partners
- Partnered with franchisees to elevate local marketing efforts, providing support across social media, in-store displays, events, and regional campaigns
- Drove company sustainability priorities into practice by overhauling all system packaging to more sustainable, eco-friendly materials within one year
- Rolled out structured feedback software and campaign systems that transformed creative workflows and drove a 23% efficiency gain in just 90 days
- Automated production-heavy workflows to expand creative team capacity, enabling the launch of two additional quarterly campaigns each seasonal cycle
- Strengthened internal marketing initiatives to support franchise sales, contributing to the addition of 17 new stores to the system
- Collaborated cross-functionally with the IT team to streamline product updates and label templates, reducing label update times from 2-3 days to minutes

EXPERIENCE *(continued)*

CREATIVE DIRECTOR

Green River Spirits Company, Louisville, KY / New Orleans, LA | March 2022 - March 2023

Led the creative development for Green River Bourbon's flagship line, overseeing campaign concepts, video direction, packaging design, and line extensions. Additionally, managed creative direction for multiple private label and private brand clients, ensuring cohesive storytelling and premium visual execution across all touchpoints.

- Partnered with sales and marketing teams on targeted campaign initiatives, driving a 30K increase in Green River case sales within the brand's second year
- Directed the successful packaging launch of 11 private label brands in collaboration with marketing stakeholders, achieving full rollout within one year
- Led the creative development of country legend Alan Jackson's Silverbelly Whiskey branding and packaging, contributing to rapid national expansion into 47 states within three years of launch

SENIOR ART DIRECTOR

Sazerac North America, New Orleans, LA / Louisville, KY | April 2014 - January 2022

Assembled, led and managed an in-house creative team responsible for designing and producing world-class packaging, point-of-sale materials, brand assets, and a comprehensive range of sales and marketing collateral. Oversaw the creative process from concept through execution, ensuring consistency, quality, and alignment with brand strategy across all channels.

- Developed brand positioning, campaign creative, and packaging across multiple spirit categories for high-profile brands including Fireball, Southern Comfort, Buffalo Trace, Wheatley Vodka, Corazón Tequila, Seagram's VO, Paul Masson, Myers's Rum, and Sazerac Rye (to name a few)
- Partnered with brand teams and key stakeholders to conceptualize and launch new products, line extensions, and in-house brand standards (previously fully outsourced), marking the first time these capabilities were managed internally
- Generated \$850K in marketing savings in the first year, with cost reductions increasing 25-37% year over year thereafter
- Secured and managed a roster of external partners, including agencies, photographers, videographers, illustrators, and copywriters, expanding internal creative team capacity by an average of 20% per quarter
- Collaborated with the Digital Center of Excellence to create digital campaign assets that increased e-commerce traffic by approximately 30% within the first 60 days of deployment
- Designed cross-functional creative assets for Sazerac's Visitor Experience team and key homeplace venues, including The Sazerac House, Buffalo Trace Distillery, and Old Montreal Distillery, resulting in a 40% increase in tourism business

ART DIRECTOR

Peter Mayer Advertising, New Orleans, LA | January 2011 - April 2014

Art directed and produced print, out-of-home, broadcast, and integrated campaigns for CenturyLink (now Lumen Technologies), the third-largest high-speed internet and TV provider in the U.S., as well as other nationally recognized CPG brands.

- Partnered with copywriters to concept and produce multiple CenturyLink® broadcast TV spots and integrated print and digital campaigns, which went on to earn several ADDY® Awards
- Oversaw on-location photo and video shoots nationwide, ensuring creative alignment and driving over \$200K in cost savings each year
- Led cross-disciplinary teams through fast-paced campaign sprints, from concept development to final delivery

GRAPHIC DESIGNER

Whole Foods Market, New Orleans, LA | August 2010 - January 2011

Designed, produced, and installed quarterly in-store promotional signage supporting sales and seasonal campaigns, ensuring alignment with corporate and creative brand standards across all Gulf South regional locations.

GRAPHIC DESIGNER (contract)

Zehnder Communications, New Orleans, LA | June 2010 - August 2010

Delivered end-to-end creative solutions including logo design, brand systems, and print campaigns tailored to client goals and market positioning.

ART DIRECTOR

Shoehorn Design, Austin, TX | October 2007 - June 2010

Art directed and produced logos, packaging suites, marketing collateral, and website layouts for clients including Dell, P. Terry's, and The Texas Conference for Women.

EDUCATION

Miami Ad School Atlanta at Portfolio Center; Graduate Studies, Graphic Design & Art Direction

University of Georgia; Bachelor of Business Administration, Cum Laude, Risk Management & Insurance