

# JORDAN GUNTER

## CREATIVE DIRECTOR

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## PROFILE

Creative Director building culturally relevant brands across CPG, fashion, and lifestyle. I lead teams and stay hands-on, taking ideas from concept through final production.

Known for shaping distinct brand worlds and work that travels across channels. I direct, shoot, edit, and score original content to create immersive, full-sensory experiences. Background includes global spirits, emerging luxury, and high-growth consumer brands.

## SKILLS

### CREATIVE LEADERSHIP

Brand Strategy • Creative Direction • Campaign Development • Team Leadership • Cross-Functional Collaboration

### CONTENT & PRODUCTION

Art Direction • Video Direction • Editing • Music Composition • Shoot Production

### TOOLS

Adobe Creative Suite • Adobe Boards • Adobe Firefly • Premiere Pro • Figma • Presonus StudioOne • Midjourney • Shopify • Monday

## EXPERIENCE

### CREATIVE DIRECTOR

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

*Built and launched a luxury jewelry, accessories, and home décor brand from the ground up, leading all aspects of brand identity, campaigns, and content across channels.*

- Developed and executed the full brand ecosystem including identity, packaging, campaigns, social, photography, and video
- Directed, shot, edited, and scored original music, establishing a distinct visual and sonic brand language
- Developed a distinct video aesthetic that drove a 56% increase in social media impressions within one year
- Built and activated a targeted influencer program generating \$18K in incremental revenue within two months
- Secured placement in high-end hospitality venues, including a 5-star, Michelin Key-awarded hotel
- Achieved celebrity placement with Lana Del Rey at the 2025 Met Gala, elevating brand visibility on a global stage (Featured in: [Vogue](#), [Byrdie](#), [Page Six](#), [People](#))
- Optimized global vendor strategy, reducing costs by 40% while maintaining premium production quality

### CREATIVE DIRECTOR

**The Spice & Tea Exchange, New Orleans, LA** | March 2023 - October 2025

*Led in-house creative and external partners to evolve brand strategy, packaging, and campaign execution across a national franchise system.*

- Directed quarterly campaigns from concept through production, including shoot direction, casting, and vendor management
- Rebuilt packaging systems with sustainable materials across the full product line within one year
- Implemented creative workflows and feedback systems that improved team efficiency by 23% in 90 days
- Expanded campaign output by automating production processes, enabling two additional campaigns per cycle
- Partnered with franchisees to elevate local marketing across social, retail, and experiential touchpoints
- Supported brand growth initiatives that contributed to the addition of 17 new franchise locations
- Strengthened overall brand consistency across franchise locations by establishing clearer visual standards and campaign alignment across national and local marketing efforts

## EXPERIENCE *(continued)*

### CREATIVE DIRECTOR

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

*Led creative for flagship bourbon launch and national brand expansion, overseeing campaigns, packaging, and content development.*

- Directed campaign development, video production, and packaging for flagship product relaunch
- Contributed to a 30K increase in case sales within the brand's second year
- Led development of 11 private label brands, achieving full rollout within one year
- Led the creative development and directed branding for Alan Jackson's Silverbelly Whiskey, supporting rapid expansion into 47 states

### CREATIVE LEAD

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

*Led in-house creative for a portfolio of globally recognized spirits brands including Fireball and Buffalo Trace, overseeing packaging, campaigns, and brand systems across multiple categories.*

- Built and led an internal creative team, bringing previously outsourced capabilities in-house for the first time
- Directed brand positioning, packaging, and campaign development across multiple high-volume global 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)
- Generated \$850K in cost savings in year one, with continued reductions of 25-37% annually
- Increased e-commerce traffic by ~30% through integrated digital campaign assets
- Led creative for visitor experience and destination properties, driving a 40% increase in tourism engagement
- Managed a network of external agencies and production partners, expanding team capacity by 20% per quarter

### SENIOR ART DIRECTOR

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

*Developed and executed integrated campaigns across broadcast, print, and digital for national brands including CenturyLink (now Lumen) and other consumer-facing CPG clients, partnering closely with copywriters and cross-functional teams.*

- Concepted and produced broadcast TV spots and integrated campaigns that earned multiple ADDY® Awards
- Art directed and managed on-location photo and video shoots nationwide, ensuring creative alignment and high production quality
- Delivered over \$200K in annual production savings through efficient shoot planning and vendor management
- Collaborated across strategy, account, and production teams in fast-paced campaign cycles

### 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**