

# JEFFERSON RODRIGUEZ

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## CAREER PROFILE

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Art Director with 9 years corporate experience implementing design solutions for independent record labels and companies. Developed artwork and new products from concept through launch, executed marketing and brand strategies, and ensured proper guidelines and specs were accomplished to create brand awareness, market recognition and revenue in the physical, digital, and streaming music markets.

Core competencies include Project Design, Project Management, Strategic Marketing, Brand Management, Print Design, Publishing, Web Design, User Interface (UI), User Experience (UX), Business-to-Business (B2B), Direct-to-Consumer (D2C), Photography, Illustration, Adobe Creative Cloud. Bilingual, with fluency in English and Spanish.

## CAREER HIGHLIGHTS

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- **Physical, Digital, and Streaming Artwork.** Developed engaging, brand oriented, and modern artwork covers by implementing design solutions from concept to launch by executing required guidelines and specs in physical, digital, and streaming cover formats. Focus on manufacturing and brand consistency targeted for physical products to meet production and release deadlines to generate sales from collectors and audiophiles customers. Digital Server Providers (DSPs) submission and approval guidelines focus while exporting optimized digital assets to get music releases cover approved, to create a streaming revenue source and digital sales profit on platforms like Spotify, AppleMusic, Amazon Music, Deezer, Tidal, and others.
- **Loma Vista Records Direct-to-Consumer (D2C) Shopify Website.** Generated hundreds of thousands of orders in sales by managing and implementing design solutions for the label's brand, catalog, new music releases, and merchandise within a year after centralizing all individual artists' shops into a single D2C site, along developing distribution and custom design consulting services, and executing sale campaigns targeted to their fan base.
- **Nuestra Música / Our Music Campaign.** Hispanic heritage month bilingual campaign. Executed brand and market awareness recognition for the Naxos brand in the US and Latin America through classical music playlists and strategic marketing by featuring Hispanic composers and artists from the Americas. Collaborated with the Naxos en Español team (founding member of the Spanish speaking division) on design assets, microsite, artwork, marketing, and press releases. First Spanish and English campaign in the company history with outstanding success on profit and market growth based on 13 million social media impressions, 110 million reach, 1.9 million unique link clicks, and a total of 70 thousand subscribers in our social media platforms. Nuestra Música music streams created profit for the company during the 30-day campaign and after the successful run with continuous streaming plays on Spotify and AppleMusic.

## PROFESSIONAL EXPERIENCE

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**NAXOS OF AMERICA**, Franklin, Tennessee

**August 2012 - Present**

Art Director for the North America Corporate office. Naxos of America is part of the Naxos Music Group, the world's leading independent classical music company. Serving as the lead design expert who helps the company grow in physical, digital, streaming, and distribution markets by implementing design solutions for internal projects, independent record labels and consulting for external partners. Developed design products from concept through launch, executed marketing and brand strategies, to create brand awareness, market recognition and revenue in the music industry.

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## **Art Director**, January 2017 - Present

Developed and managed design solutions from concept through launch, by collaboration with internal departments and external partners, along executing marketing and brand strategies, and ensuring proper guidelines and specs to create brand awareness, market recognition and revenue in the physical, digital, and streaming music markets.

- Managed e-commerce consulting design services on behalf of Naxos of America for our distributed labels by creating and setting up Shopify stores with their respective branding and catalog products, to maximize online sales and the growing rise of online shopping with music users and consumers.
- Developed optimized artwork covers and templates to target Digital Server Providers (DSPs) submission and approval guidelines to get music releases covers submitted and approved, and to create a streaming revenue source on online music platforms. Created print design templates and checklist for physical products, to ensure manufacturing production is achieved for the company by having finished products for our fan base on release day to generate sales.
- Founding member of Naxos en Español, newly created Spanish speaking division in the company to target an untapped demographic by creating market awareness recognition for the Naxos brand in the US and Latin America through classical music. Collaborated with the Naxos en Español team, sales and marketing colleagues, to lead design efforts on artwork assets, microsites, marketing, and press releases. Successful bilingual campaigns have been achieved by creating user growth in our social media channels, content streaming revenue on music platforms, and executing marketing campaigns during Hispanic Heritage month.

## **Graphic and Web Designer**, June 2013 - December 2016

Managed and implemented design solutions for the corporate office and internal departments and provided consulting for our distributed labels in print, web, photography, illustration, content creation, and packaging projects.

- Developed engaging, brand oriented, and modern artwork covers along setting up efficient design master templates by executing required guidelines and specs in physical, digital, and streaming cover formats.
- Supported marketing team in content creation for social media platforms to create brand awareness, market recognition, and sale campaigns targeted to the classical music fan base.
- Created brand awareness, equity, and recognition by focusing on Naxos brand and guidelines specs on all design projects, with an emphasis on consistency for the logo, colors, and typography, to achieve market familiarity with our existing and new customer and user fan base on social media and music platforms.

## **Design Intern**, August 2012 - May 2013

Supported the Information Technology department with the development of mobile applications by creating graphic assets, photoshop editing, mockups previews, and optimizing images to proper device specs. 12-month internship during senior year of college which led to full time employment after graduation.

## **EDUCATION**

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**MIDDLE TENNESSEE STATE UNIVERSITY**, Murfreesboro, Tennessee, 2013  
**BACHELOR OF FINE ART**, Graphic Design; Cum Laude, GPA 3.6

## **EXTRACURRICULAR & VOLUNTEER ACTIVITIES**

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**Recording Academy Member**, Santa Monica, California, 2016-Present

**Voting Member** – As a professional currently working in the recording industry, I have the privilege and honor to vote for the GRAMMY® Awards each year to support the music community and accomplishments.