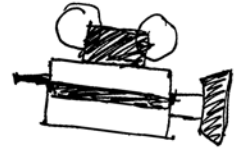


Jason Carman

Marketer & Content Producer



Associate Content Creator, 2K Games 2021 - 2022

- Oversaw social strategy and content creation for Ronnie2K
- Created various content campaigns with NBA talent & influencers

Creative Director, Joyride Studios 2020 - Pres

- Creative Direction for Rico Nasty's debut studio album, "Nightmare Vacation"
- Produced 5 single covers, 1 album cover, and 3 music videos for Rico Nasty
- Produced 1 single cover, 1 album cover, and 2 music videos for TiaCorine

Business Manager, Ronnie Singh 2020 - 2021

- Oversaw branding, partnership deliverables, and deal flow
- Created various sales presentations, creative decks, and mood boards

Video Editor, 2K Games 2019 - 2020

- Directed lead gameplayer, NBA 2K20: "Next is Now,"
- Produced various trailers, commercials and social assets

Research & ideation

Starting from business objectives I specialize in research and goal oriented ideation for creative and marketing strategy. From finding successful reference campaigns to competitor and market research.

Production & rollout execution

With a budget minded focus on delivering top tier creative I have successfully created budgets and production plans that have been seen through to successful multi-channel and social rollout.

Leadership

From leading a rag tag film crew for an Eagle project to working with world class creatives and teams I look at leadership through the lens of collaboration, growth, and excellence.

Awards & Accolades

"Top 18 music videos of 2020" by Paste Magazine, "Popstar" Rico Nasty
Directed NBA 2K20: "Next is Now," highest viewed NBA2K trailer of all time
Top 100 in First Annual Whitehouse Film Festival, section of film showed in Whitehouse
Best VFX All American High School Film Festival, won full-ride \$80,000 scholarship to UAT
Best VFX, Sound Design, Writing Eyclight Film Festival 2015