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**JAY SOJDELIUS**  
SR. SWISS-ARMY-KNIFE CREATIVE



# Resume

**Name:** Jay Sojdelius  
**Title:** Sr. Swiss-Army-Knife Creative Director  
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**Portfolio:** <http://jay.sojdelius.com>

**Summary:**

DRIVEN, PASSIONATE AND PERSUASIVE Sr. swiss-army-knife Creative Director and digital agency founder from Stockholm, Sweden with a strong creative vision, multi-disciplinary creative skills, and solid management experience. Able to deliver turn-key solutions and manage all facets of production, leading projects from strategy to execution with an entrepreneurial mindset.

ACCOMPLISHED IDEATOR in my element when driving creative discussions and brainstorming sessions, leveraging multi-disciplinary teamwork to yield stronger creative results.

15+ YEARS OF EXPERIENCE leading teams of creators, programmers and content specialists, including handling hiring, firing and reviewing processes. Managed client accounts and acted as liaison for external vendors, licensees and freelance resources for many years.

COMPETENT PROJECT MANAGER with excellent resourcing, budgeting and planning skills from managing hundreds of projects in a boutique agency setting.

VERY VERBAL and supremely comfortable in meetings with clients, able to leverage personal assertiveness and eloquence to engage and persuade clients and other stakeholders.

HAVE DEVELOPED OWN CID- and webdesign methodologies, lectured on graphic design at college level and written a book on webdesign.

VERY EXPERIENCED in digital strategy, Information Architecture and User Experience.

PROFICIENT in game design, animation and storytelling, able to capitalize on entertainment industry experience to make marketing appealing, engaging, and fun.

RELOCATED TO CHICAGO, IL since 2007, currently working for a medium-sized Evanston-based digital DR agency. Permanent US resident, authorized to work for any employer in the US.

**Capabilities:**

**Design:** Ideation, creative- and art direction, game design, storytelling, interactive (Flash + html+CSS), branding + corporate ID, graphic design, advertising, packaging, magazine/brochure design, information design and -architecture, UX and UI design, print production, illustration, animation.

**Management:** Business development (projects up to \$1 Million), client management, strategy, project scoping/pricing/budgeting, proposal writing, project management (up to 25 people), sourcing.



# Resume



## Work:

**Leapfrog Online, LLC** (2013- ) – digital Direct Response agency, Evanston, IL

*Creative Director of digital DR/customer acquisition agency, responsible for evolving creative offering, strategy and innovation capabilities, developing creative processes, leading and growing creative team.*

- Developing brand and defining brand strategy
- Establishing and elevating internal creative processes and best practices
- Leading and coordinating design work, coaching creatives and leveraging creative team capabilities
- Strategy, concept development, design and IA/UX for clients like Anthem, DeVry University, Comca Time-Warner, Terminix, Fifth Third Bank and others.

**Quicksilver Associates, Inc** (2012) – full service B2B agency, Chicago

*Creative Director and Project Lead of seasoned B2B agency, responsible for leading and growing the creative , as well as developing Internet offering.*

- Client facing with all clients
- Driving internal branding and marketing work
- Member of management team
- Managing the creative team, as well as recruiting new talent, coordinating design work, coaching creatives and leveraging creative team capabilities
- Pitch, strategy, concept development and design for Accenture, Zurich, BDO, Kone.

**Oncall Interactive, LLC** (Now RDI/A) (2010-2012) – interactive agency, Chicago

*Creative Lead of predominantly technical agency, responsible for leading and growing creative team and expanding agency creative offering.*

- Developing brand and defining brand strategy
- Establishing and elevating internal creative processes
- Coordinating design work, coaching creatives and leveraging creative team capabilities
- Strategy, concept development, design and IA/UX for clients like Boston Symphony Orchestra, uBid, Nickelodeon, Lifetime Networks and Game Show Network.

**Houdini International, LLC** (1999- ) – interactive agency, Stockholm, Sweden + Chicago, IL

*As principal and chief creative, established and built a respected, well-recognized interactive brand on the Scandinavian digital arena. Also established US operations of Houdini in Chicago while working remotely for clients in Sweden.*

- Secured investment capital from international agency network for start-up.
- Successfully spun off company into as self-sustained, profitable business with 10 years in the business and counting
- Sold, planned, conceptualized and executed prize-winning projects in the \$1M range.
- Led and mentored creative teams of up to 25 people
- Pitched and won accounts for Ericsson, DHL, ABN-Amro, IKEA, the European Union, the City of Stockholm, Hutchison-Whampoa, TechData, 3Com, Accenture, Razorfish
- Achieved click rates of up to 12% and campaign click-through rates of 5%, tripled visiting times and changed purchasing behaviour of 30% of campaign participants
- Winner of Flash Forward 2001 (international)
- Gold in the World Media Festival of 2001 for web animation (international)
- Winner of Web Concept of the Year in 2000 and 2001 (Sweden)
- Winner of Web Campaign of the Month, January 2001 (Sweden)
- Interviewed frequently in the Swedish marketing trade press

# Resume



**Reference Interactive AB** (1996-1999) – interactive agency, Stockholm, Sweden

*As Partner, Sr Art Director, Graphic Designer, Project Manager, expanded creative offering and established web design- and development department, transforming a small niche agency into major digital player on the Swedish market.*

- Sold, planned, conceptualized, and executed prize-winning projects in the \$150,000 range.
- Led creative teams of up to 10 people
- Pitched and won accounts for Ericsson, Electrolux, Kraft Foods, the Royal Swedish Library, HTF (major Swedish trade union), Liber and EF (leading European educational companies)
- Numerous Macromedia Site of the Week awards
- Made partner after 2 years
- Built equity which contributed to acquisition by leading IT consultancy in 1999

**WM-data AB** (Now part of CGI Group) (1995-1996) – leading IT consultancy, Stockholm, Sweden

*As Art Director, Graphic Designer, Project Manager, worked with a large number of premium brands on board level, in a consultant capacity.*

- Led creative teams of up to 5 people
- Pitched and won accounts for Arla (leading Nordic dairy producer), the Royal Swedish Mail, SEB (leading Nordic bank), CSN (the national Swedish student loan agency)
- Employee of the month award

**Education:** **Gotland School of Art** – Visby, Sweden (diploma, art history, 1987)

**Berghs School of Communication\*** – Stockholm, Sweden (BA Graphic Design, 1992)

\* the leading advertising school in Sweden

**Software:** Mac and Windows operating systems, Adobe Creative Suite (Flash, Photoshop, Fireworks, Illustrator, InDesign, Dreamweaver), Quark Xpress, FreeHand, Microsoft Office (Word, PowerPoint, Excel), BBEdit, Fetch, OmniGraffle, all major web browsers

**References:** **Linus Gunnarson** – CEO, Komplementskolan AB (former manager, chairman and partner)  
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