

# ADAM JONES

graphic design · video · marketing

☎ (606) 923-9426 📄 aljinnovations.com ✉ adam@aljinnovations.com 🏠 4155 Longfellow Drive Nashville, TN 37214

## EDUCATION

**MARSHALL UNIVERSITY**  
HUNTINGTON, WV  
**2004-2008**

Dual major between Music Performance/Jazz Studies and Radio/TV Production & Marketing.

## WORK EXPERIENCE

**ALJ INNOVATIONS, LLC**  
SOLE PROPRIETOR  
NASHVILLE, TN  
**2010-PRESENT**

ALJ Innovations is the moniker for my freelance work, in which I've been providing a wide array of services for a diverse set of clients for well over a decade. With a heavy base in the music industry, I also continue to serve clients from the hospitality, real estate, and small business sectors with their needs for creative marketing initiatives, audience engagement strategies, advertising (design and execution), creative content creation (graphic design and video), website design and online store implementation, and much more.

### CURRENT/PAST CLIENTS INCLUDE:

AMAZON MUSIC CANADA · ALEX LIFESON · ANDY CURRAN · BIG WRECK  
BLACK ABBEY BREWING · EVANESCENCE · ELEKTRA RECORDS · ENVY OF NONE  
FANTOONS ANIMATION · FENDER · GIBSON · GEDDY LEE · GEORGE THOROGOOD  
HEART · JERRY DOUGLAS · JACKALOPE BREWING COMPANY · RUSH  
SALT LICK INCUBATOR · UNIVERSAL MUSIC GROUP · YAZOO BREWING COMPANY

**CONCORD MUSIC**  
DIRECTOR, DIGITAL MARKETING  
NASHVILLE, TN  
**2014-2018**

Served the artists under the Rounder Records / Concord umbrella in developing effective and creative marketing strategies for their respective evolving bodies of work, as well as for the labels themselves. Acted as main liason between artist management and sales/radio team in all aspects of curating and creating content for social media, advertising, and feature film/music videos, email marketing, direct-to-consumer marketing, and tour promotion. Developed a proven track record of successfully moving the needle for countless projects in terms of online engagement, audience growth, and sales.

## SKILLS

Adobe Creative Suite Certified  
Premiere Pro · After Effects ·  
InDesign · Photoshop · Illustrator

Experienced camera operator in  
all major brands  
(BlackMagic, Sony, Canon, RED)

Highly experienced in operation  
of Salesforce, MyEmma, and  
Mailchimp platforms

## PROFILE

As a lifelong musician and general nerd for all things creative, it's my passion to bring projects to life, whether it be my own, an artist I'm working with, or one of the many brands that I love and believe in. I'm proud of my abilities to "wear many hats" and help shape projects from the point of conception to the latter phases of launch and marketing. I'm always ready for a challenge, and I'm a lifelong student of the many crafts that I'm passionate about.