



# Marlon Jones



*Portfolio*

<https://www.society-seven.world/>

**marlon.jones096@gmail.com**  
**+1 647 406 6999**

## *Work Experience*

### *Founder & Creative Director*

*Society Seven*  
*2020-Present*

- Directed high-impact campaigns for 15+ major brand clients, combining digital, cinema, social, experiential, and integrated media.
- Led creative team of 12 designers and copywriters, mentoring talent and fostering a collaborative, high-performance environment whilst managing strict budgets.
- Developed innovative experiential campaigns leveraging AR, VR, and gamification to create immersive brand experiences.
- Specialized in award winning fashion design and overseas garment production workflow
- Grew account billings by 32% in 3 years through creative leadership and nurturing long-term client relationships.

### *Associate Creative Director*

*NowThisMagazine*  
*2023-2024*

- Spearheaded ad creative for integrated brand campaigns for key clients: YZY x GAP, and RCHIVE Fashion Club
- Crafted brand narratives and user interface for all digital forefronts translating strategy into impactful performance creative across mediums.
- Directed magazine photoshoot editorials, overseeing talent, photographers, post production, and multi-channel mobile content for all socials.
- Re-invigorated interior store design and visual merchandising for temporary brand live-activation

### *Tenant*

*HXOUSE*  
*2022-Present*

- Mentee under XO team to learn all facets of creative production, and entrepreneurship
- Produced garment design concepts and visual branding storyboards for digital and traditional campaigns regarding The Weeknd surrounding "After Hours Til Dawn" Tour

## *Awards*

- Black HXOUSE Start-Up Pitch Competition - Toronto, Canda (2022)
- Rookie of the Year: Menswear Design - Black Designers of Canada (2021)
- York Region SBC Business Plan Competition - 1st Place (2020)

## *Education*

Dual Degree Bachelor of Arts: Financial Economics  
Western University, London, ON  
2020 Graduation





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## *Creative Highlights*

*Case Studies available upon request*

### *YZY x Gap Warehouse Sale*

### *Cross Channel Campaign*

- Led integrated campaign spanning exclusive in-store activations, photoshoot editorial, digital, print advertising
- Campaign delivered 300% increase in brand awareness and success led to multi-city execution (Toronto, Montreal)
- Leveraged AR, VR, and interactive displays to showcase product capabilities throughout the store.
- Drove 1M+ in impressions of User Generated Content across social media and press coverage during event.
- Curated all visual merchandising of the store space leading to seamless consumer experience

### *HXOUSE Brand Development*

### *Brand Development*

- Executed merchandise product design line for BLACK HXOUSE organization
- Concepted and spearheaded new logo brand assets for launch of various events.
- Won 2022 Black Hxouse pitch competition amongst 30 creatives within Toronto
- Leveraged VR, and interactive displays to showcase HXOUSE visual capabilities.
- Combined emotional brand storytelling with calls-to-action driving presentational flare
- Executed market research to find gaps in the market, and display thorough understanding of product industry.

### *Burberry Pitch Deck*

### *Charity Fundraiser Event*

- Orchestrated event development and creative pitch deck for a charity fundraiser collaboration event between Burberry and Universal Music Group Canada
- Sourced all facets of the logistics/production of the event including venue, and staff personnel
- Executed the campaign visuals fundraising structure, and visual merchandising of the venues
- Curated the sponsorship packages, as well as the donation deliverables per guest list candidate

## *Creative Software Proficiency*

Adobe Suite: Photoshop, Illustrator, Premiere Pro, InDesign  
 Web Design: WIX, Spline  
 Stage Design: Disguise One (Designer)

## *Core Skills*

*Campaign Strategy & Concept Development*  
*Creative Direction & Design Thinking*  
*Market Research & Mood-Boarding*  
*Client Presentations & Pitch Deck Creation*

