

JACQUES DURAND, JR.

CREATIVE MANAGER | BRAND & VISUAL STORYTELLER



ABOUT ME

Creative leader specializing in brand strategy, visual storytelling, and integrated communications. Proven success leading cross-functional creative initiatives that elevate brand identity, engage audiences, and advance organizational objectives.

Combines strategic thinking, creative direction, and multimedia expertise to deliver impactful, results-driven communications.

EDUCATION

Bachelor of Arts Music Production

Bethune-Cookman University
Daytona Beach, FL

Master of Science Entertainment Business

Full Sail University
Winter Park, FL

CONTACT

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(786)2341017

Portfolio:

JacquesDurandCreative.com

Location:

Orlando, FL

WORK EXPERIENCE

Creative Manager

Habitat for Humanity Greater Orlando & Osceola County (2022 - Present)

- Lead the creative vision, strategy, and execution of multimedia content across digital, print, web, event, and environmental communications.
- Direct cross-functional creative initiatives by partnering with executive leadership, fundraising, program, and operations teams to align brand storytelling with organizational goals.
- Provide creative direction and brand stewardship for internal teams, freelance creatives, agencies, and production vendors, ensuring consistency across all communications and campaigns.
- Led a company-wide rebrand and website redesign, strengthening audience segmentation, improving brand clarity, and differentiating the organization while maintaining mission alignment.
- Manage creative operations, production timelines, and digital asset systems to deliver high-quality campaigns efficiently and at scale.

Multimedia Specialist

Second Harvest Food Bank of Central Florida (2021-2022)

- Developed mission-driven campaign creative that increased awareness of food insecurity and community resources.
- Managed social media content to expand audience reach and strengthen engagement.
- Maintained a clear, compassionate brand voice while engaging audiences seeking food assistance.
- Produced multimedia storytelling content that supported fundraising and donor engagement.
- Collaborated across departments to align messaging, campaigns, and creative assets across campaigns.

Photographer/Video Technician

OIC of South Florida (2018-2021)

- Developed audience-focused content, supporting program goals and community outreach.
- Captured and produced client success stories highlighting organizational impact and promoting services.
- Produced multimedia content for community events, social media, and digital communications.
- Designed social media assets and analyzed performance data to support mission-driven goals.
- Analyzed audience behavior and engagement trends to refine content strategy.

Photographer/Videographer

City of Coral Springs (2018-2019)

- Captured portraits of city officials and employees to support organizational communications and public outreach.
- Produced digital content that increased awareness of city departments, programs, and services.
- Developed a visual storytelling initiative highlighting city employees as everyday heroes and strengthening community connections.
- Supported city-wide initiatives through multimedia content and campaign execution.