

## ABOUT ME

---

I fell into the beer industry at a perfect time and had the fortune to grow with an amazing company at a point in its history where I was able to carve out my own path in the creative and marketing space. As a company that ran as lean, hard and fast as they come, I've learned to wear as many hats as I need to get things done and to adapt and learn just as quickly. I've managed to make beer and music become my life and that couldn't be more rewarding.

## CONTACT

---

- 📞 (720) 280-9350
- ✉ [jeremyisafarmer@gmail.com](mailto:jeremyisafarmer@gmail.com)
- 🔗 <https://jeremyisafarmer.com>
- 📍 2348 Lincoln St. Longmont, CO

## PRO SKILLS

---

Project Mgmt	██████████
Graphic Design	██████████
Web Design	██████████
Marketing Strategy	██████████
Illustrator	██████████
Photoshop	██████████
MS Office	██████████
InDesign	██████████

## PERSONAL SKILLS

---

Leadership	██████████
Productivity	██████████
Creativity	██████████
Team Work	██████████

## EXPERIENCE

---

### 2018 – 2021 NEW IMAGE BREWING

#### *Marketing & Creative Director*

Currently running the whole Marketing Dept from production design, advertising, photography/video, strategy, brand development and social media.

### 2017 – 2018 OSKAR BLUES BREWERY

#### *Marketing Manager/Music Booking/Creative Director*

Ran the Marketing Dept for the restaurant arm of Oskar Blues as well as booked/managed/marketed/designed for/social media/web designed for their 330-capacity music venue in downtown Denver, The Black Buzzard. Managed the social media and graphic design needs for seven Oskar Blues restaurants. Worked with outside PR group to align strategies, collaborate on press releases and communicate with press. Booked local/national touring bands and stand-up comedy in The Black Buzzard at Oskar Blues, managed a stable of sound engineers, created and updated Black Buzzard website as well as ran its social media.

### 2012 – 2017 OSKAR BLUES BREWERY

#### *Creative Marketing Manager*

Managed the creative output for Oskar Blues Brewery's national and local efforts for all three of their breweries – Colorado, N. Carolina and Texas. Day to day included managing a team of three creatives & their projects, managing all incoming and ongoing projects, coming up with visuals and copy for new advertising campaigns, web design on multiple platforms, social media strategy and implementation, in-house photography and video projects, all packaging creation, as well as brand development and marketing of OB side projects - Hotbox Roasters (coffee company), REEB Cycles (mountain bike company), B.Stiff Soda, Oskar Blues Spirits (canned craft cocktails), and CAN'd Aid Foundation.

### 2009 – 2012 OSKAR BLUES HOME MADE LIQUIDS & SOLIDS

#### *Bar Tender/Designer*

My first position with Oskar Blues was as a bartender and server at their restaurant which then transitioned into the in house marketing with event posters, menu design, advertising design and tap handle design.

## EDUCATION

---

### 2007 – 2010 University of Colorado at Boulder

#### *Bachelor Degree in Film Studies*

Graduated from CU Boulder's film school with a focus on screenwriting. Learned photography and videography skills, storytelling, produced multiple short films and produced several full length screen plays.

### 2005 – 2006 University of Hawaii

#### *Focus on Graphic Design*

After taking graphic design courses at a community college, transferred to UH Manoa to pursue a degree in the field before transferring to CU Boulder.