

ABOUT JANET

Versatile creative with photography education, graphic design background, and extensive project management experience. A self-starting left-brained problem solver who thrives in a fast-paced team environment. Stylistically defined and created lasting and revenue-generating campaigns for a multi-unit international franchise organization.

PROFESSIONAL EXPERIENCE

Mar 2012 - April 2019

Creative Director

ARC Group, Inc

Conceptualized, designed, executed, and tracked results of national marketing campaigns for four brands including: Tilted Kilt Pub & Eatery, Fat Patty's, Dick's Wings & Grill, Yobe Frozen Yogurt

Case Study: Tilted Kilt

Utilizing a \$1.4 million National Advertising/Marketing Fund. Collaborated with the Operations team to create and implement local store marketing campaigns with franchisees, area developers, general managers, and marketing teams in different markets on a daily basis. Established and maintained brand Style Guides to keep branding consistent throughout the franchise system, as well as, create an easy to use guide for any third party designers.

Used varied disciplines and executions of creative andragogy to communicate new programs, upcoming national marketing, and execution expectations to achieve maximum adoption in a multi-generational franchise system. Collaborated with various agencies to negotiate and leverage vendor partnerships to create revenue generating programming for all parties. Hired and managed a creative and marketing team including staff and various freelancers. Continuously assessed, updated SEO, and created a seamless experience for guests via tiltedkilt.com and the individual franchise location pages.

- Directed, wrote, and produced broadcast TV & radio branding spots leveraging the well-known trademarked brand phrases and putting emphasis on four focused demographic segments. This resulted in 6 different broadcast TV spots (3:30, 3:15) and 6 radio spots (3:30, 3:15) for under \$100,000.
- Designed and launched a loyalty app within 3 months that was designed to convert email list guests into active brand users and drive guest counts.
- Plan, cast, and direct all photoshoots, including: food/beverage, promotional materials, retail calendar. Goals for food and drink imagery: focus heavily on high-appetite appeal, engender a sense of belonging for viewers, and entice guests from all four demographic segments. Goals for the retail calendar: Communicate visual goals to franchisees, internal staff, and contracted creatives. Exceeded visual representation goals for the brand and saved the company \$10,000 from the previous year. Developed a new concept for the calendar which speaks to a younger generation, both consumer and staff applicants. Leverage existing Tilted Kilt staff and their influencer status to market national programs. Digital feature to take over print calendar.
- Create efficiencies for the franchisor and franchisees. Expansion of a franchise print production system to give all franchisees access to any marketing tools they may need to increase their revenue. A full system with "controlled flexibility" templates (print, digital, and broadcast) for the franchise system to use at their convenience and customization while still maintaining proper branding guidelines.

May 2008 - Feb 2012

Producer & Studio Manager

Jeff Newton Photography

- Producer**
 - Orchestrated, coordinated, and prepared photo and video shoots, including managing all parties involved.
 - Created schedules, location scouted and created cohesive production books.
- Studio Manager**
 - Managed day-to-day operations and scheduling.
 - Created advertising and promotional mailers along with a yearly schedule for maximum exposure.
 - Established a visual brand for the business including: logo, branded document templates, standardized layouts.
 - Fielded client relations: ad agencies, modeling agencies, celebrities, agents, etc
 - Managed and lead two interns with individualized daily, weekly and monthly tasks.
- Retoucher**
 - High-end retouching of all images including: conception and creation of composite and rendered images, photo manipulation, and quick on-set reference composites.
- Digital Technician**
 - Maintained and troubleshooted all computer and camera systems for optimum performance and results.
 - Created a digital asset management (DAM) workflow to ensure safe backup, easy access, and logs for all files and file systems.

2008 - 2015

Speech and Debate Coach

McClintock High School Speech and Debate

- Work with high school students to improve their public speaking, stage performance, and writing skills. Teach students critical thinking, problem solving, use of critiques for growth, peer-to-peer communication, and analysis of literature.
- Foster confidence and positive competitive spirit in teens.
- Coached two competitors who placed in the National Speech & Debate tournament. Events: Extemporaneous Commentary and Dramatic Interpretation

2010 - 2014

501(c)3 Non Profit - Vice President & Chinese Cultural Director

Arizona Asian American Association

- Address concerns in the community, find solutions, and support efforts to make positive and impactful changes.
- Instill unity amongst the multitude of various Asian cultural organizations.
- The annual Asian Festival is a culmination of this work. The Festival features opportunities for Arizonans to experience multi-cultural performances, learn about Asian cultures and people, and build a globally informed generation.

EDUCATION

Jun 2005 - Apr 2008

Bachelor's Degree

Brooks Institute of Photography
Major: Commercial Photography - Minor: Digital Imaging



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SKILLS



EDUCATION

Brooks Institute of Photography
Santa Barbara, CA
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Bachelor's Degree

Major: Commercial Photography

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