



JAYE ROCHON

CREATING MAGIC. DESIGNING DREAMS.

cleverunicorn.com jaye@cleverunicorn.com @cleverunicorndotcom jayerochon
 @immortaljaye @jayerochon +JayeRochon CleverUnicorn

CAREER

Through the power of award-winning video production, dynamic designs, uniquely stunning websites, and sparkling social media management, together, we will grow your audience, enchant your customers and build your own brand of magic.

CEO / CREATIVE DIRECTOR 2008-PRESENT

Immortal Creative [is now] Clever Unicorn

Web design, multiple award-winning book trailers (Telly, Davey, Pixie), video production, social media management and creative, brand marketing, social advertising, print design. Clients include COS Productions, Tor Books, SourceBooks & bestselling authors.

WRITER & VIDEO PRODUCER 2004-2009

Lionsgate

Created on-air promos, advertising vignettes, sponsorship billboards and sizzle reels for network programming. Viewed in over 80 million homes during high profile events like the Oscar®, Emmy®, Screen Actors Guild® and Grammy Awards®.

TITLES ANIMATOR & VOCALIST 2010-2014

Drew Daywalt / Daywalt Horror

Animated titles sequences for various short films. Opening titles and prologue sequence for feature film RED CLOVER. Soundtrack vocalist and songwriter for short films, web series CAMERA OBSCURA, and feature film RED CLOVER. RED CLOVER aired on Syfy Network to 3+ million people, and is now distributed worldwide.

ADVERTISING & MARKETING COORDINATOR 1996-2004

TV Guide Network

On-air traffic coordinator for national broadcast and cable TV advertisements. Marketing coordinator for affiliate sales. Main clients included FOX Network, FX, Bravo, Showtime, TNT, TBS & various national agencies.

ON-AIR PROMOTIONS MANAGER 1993-1996

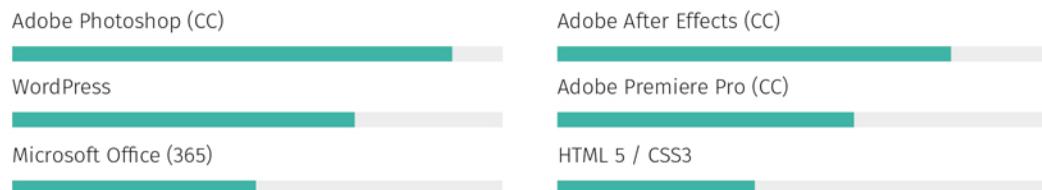
FOX23 KOKI / UPN41 KTFO

Director of on-air promotions for two Tulsa, OK networks. Wrote, produced and assigned promos to editors. Strategically trafficked all on-air network promos and PSAs. Event assistance. Managed creative assets.

SKILLS



TECH



PASSIONS



DEVOURING BOOKS MUSIC & SONGWRITING WRITING & STORYTELLING VISUAL & PERFORMING ARTS POP & GEEK CULTURE ALWAYS BE CREATING