



COREY YAKTUS

CREATIVE DIRECTOR

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SKILLS

CREATION

Campaign Concept
and Strategy
Writing / Producing
Directing
Videography / Editing
Design / Animation

TECHNOLOGY

Adobe Creative Suite
Protocols
Office
Creative AI
Cameras
Audio Equipment

PEOPLE

Culture Management
Creative Execution
Education
Elevation
Inspiration

MANAGEMENT

Goal Setting / Reviews
Hire / On-boarding
Studio Management
Budgets / CAPEX & OPEX
Vendor Relationships
Technology Research

EDUCATION

BA - Graphic Design
UW Oshkosh

References available
upon request

A BRIEF HELLO

Rather than smother you with corporate lingo written by ChatGPT, I'll try to tell you who I am in a few sentences. I have a passion for learning and mentoring, driven by gratitude for those who have supported me. I firmly believe in less talking and more doing. For me, the key to creation lies in understanding your audience, measuring the effectiveness of your work, and learning from both success and failure.

Sincerely, thank you for taking the time to read this - I'm sure you're busy!

CREATIVE CONTENT DIRECTOR - QVC • 2008-2023

I collaborated with a sizable in-house team that supported nearly 70,000 different products and hundreds of global brands across all our platforms. Working closely with our design, social media, web, broadcast, OTT, and streaming departments, we devised campaign strategies to produce visually stunning content aimed at captivating our audience and increasing sales.

- Developed a team of Content Creators more than doubling social viewership and eliminating the need for outside services saving over 20k a month.
- Implemented Style Shoots Live, streamlining our fashion shoots freeing up 2 positions and 2 days of studio time.
- Managed the work flow and technical operation of 4 studios.
- Provided comprehensive training in Adobe Creative Suite and storytelling strategy, significantly enhancing team quality and efficiency.
- Pioneered the creation and development of the Multi-media Producer role, facilitating cross-training in writing, producing, editing, and animating, resulting in a notable increase in monthly video output from 400 to 600.

FREELANCE - PA • PRESENT

Writing, producing, directing, shooting, editing, animating and design.

- | | | |
|--------------------------|--------------------------|----------------|
| • The Philadelphia 76ers | • PA American Water | • Calista |
| • HBSE | • Videocites | • Dump Buddy |
| • Liberty Media | • The United Way | • Centered DPT |
| • Penn Medicine | • Jewish Family Services | • PWRhouse |

FREELANCE - CA • 2001-2008

Numerous projects & genres, where I held positions of writer, director, editor, videographer, animator, designer, music producer and more. I've led large crews as well as creating projects solo from concept to completion.

- | | | |
|-------------------|-----------------------------|----------------------|
| • ADI | • Blue Cross Blue Shield | • Go West Events |
| • Patriot films | • Summit Entertainment | • Three Thieves Wine |
| • Alpine Pictures | • Very Advanced Productions | • Jafra |
| • Interthinx | • Dreadnought Films | • JVC |
| • Wellpoint | • ITT Aerospace | • Meguiar's, Inc |



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CREATIVE DIRECTOR - GO WEST EVENTS • 2003-2004

We specialized in crafting multimedia presentations for large-scale live events, serving clients such as Blue Cross, Wellpoint, Jafra, and numerous others. From initial conception to final execution, our team handled every aspect. Our portfolio included presentation videos, live product demos, and even short films shot on the first day of the event and premiered on the final day, leaving a lasting impact on attendees.

DIRECTOR OF NEW MEDIA - REALTOR.COM • 1996-2002

At realtor.com I led a team of web designers and writers. My team and I created new concepts for home video tours, agent video profiles, sales support, listing page design, banner ads, email and pop-ups. Additionally, at The Enterprise (later acquired by Realtor.com), I led a team of editors and producers, crafting custom half-hour real estate listing shows for local market broadcasts. Beyond directing and designing the show's visual style, I contributed original music compositions and scripted content, further enriching the viewer experience.

PRESENTATION DESIGNER - WI DOT • 1994-1995

I transformed CAD drawings into visually engaging representations for public presentations, showcasing a new light-rail project. This involved bridging the gap between an engineer's technical mindset and a creative's visual sensibilities,

PRE-PRESS PRODUCTION - QUADGRAPHICS • 1993-1994

Following advice from a professor, I immersed myself in all facets of print production. I joined one of the world's largest printing companies to understand the intricate processes behind printing, binding, packaging, and shipping. It was a challenging yet enjoyable experience that deepened my knowledge and appreciation for the entire print production workflow.

GRAPHIC DESIGNER - NELSON MARKETING • 1992-1993

My first job out of college was manipulating company logos to fit on golf balls, pens, stress balls, and other silly things. We used CorelDRAW which is somehow still around today. I still remember my drive to work, where I went to lunch, and the team I worked with.

INTERESTS, AWARDS, FUN FACTS

- 40+ industry awards - Including "Audience Choice" Beverly Hills Film Festival
- Platinum Aurora Award for editing (One given per year).
- Opened for REO Speedwagon, and many other 80's bands.
- Worked one full summer for "Illusionist" Brett Daniels... crazy stories.
- Play piano, guitar, bass, drums & try to sing
- Working on a 1970 Mach 1 and a 1967 mustang convertible.
- Grew up in construction and built most of my own furniture.