



Chris E. Jonak

REI ANDERSON AWARD RECIPIENT
WEB DEVELOPER
VIDEO/GRAPHIC CREATIVE
BICYCLE MECHANIC
OUTDOOR INDUSTRY PROFESSIONAL
MANAGER

CONTACT ME

Address: Lincoln, NE
Phone: 402-326-3535
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Website: <https://www.chrisjonak.com/>

I am excited to apply for the Creative Asset Specialist position at REI! As a current employee with REI and a 2023 Anderson Award Recipient, I understand and champion the work REI does, from RED1 to The Cooperative Action Fund to promoting sustainable products in our stores and beyond. With a strong background in videography, photography, web development, digital asset management, and a passion for enhancing customer experiences, I am eager to contribute to REI and support your mission of providing world-class product experiences.

In my previous jobs and projects, I successfully partnered with local businesses and organizations to produce high-quality digital content, ensuring alignment with brand guidelines and enhancing the overall presentation of my clients product. My initiative and attention to detail helped streamline workflows, which resulted in meeting critical deadlines for various marketing campaigns and digital publishing projects. I am familiar with utilizing digital tools for content management, including Wordpress and Drupal. As a self-taught junior web developer and college educated videographer/photographer, I have worked hard to manage my own digital content so I can better serve my client. All of my experiences and skills will allow me to effectively manage the acquisition and publication of product imagery and video for REI. I have experience with a host of programs including: Adobe Creative Suite, Mac Operating Systems, HTML5 CSS6, Javascript, Command Line, Git/GitHub, Visual Studio Code.

I understand the importance of maintaining consistency across all digital platforms. My experience in content review and editing has equipped me with the skills necessary to uphold brand standards while also curating engaging content that resonates with customers. I am particularly drawn to this role because of REI's commitment to inspiring and educating customers, and I believe my skills align well with enhancing the online REI shopping experience.

I am excited about the opportunity to work collaboratively with both internal teams and external vendors to elevate REI's digital and print experiences. Thank you for considering my application. I look forward to the opportunity to discuss how my background and skills can contribute to the success of REI.

Warm regards,

Chris E. Jonak



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PROFILE

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EXPERIENCE

- **Bike & Ski Technician - 2022 - Present**
REI - Store 239
2022 Anderson Award Recipient, Professional Bike/Ski Tech, REI Store Experiences Instructor, Member of Safety Committee, Retail Sales Specialist
- **Web Developer/Editor/Videographer - 2005 - Present**
Freelance work and Educational Projects
Link to work: www.chrisjonak.com
- **SHOP MANAGER - 2012 - 2020**
Iron Brush Tattoo
Manager of 17 employees and responsible for scheduling, events, sterile procedures & appointments.
Client Liason & Multimedia/Marketing specialist for the shop.
- **Assistant Manager/Media Coordinator/Bicycle Mechanic 2005 - 2022**
Cycle Works/Moose's Tooth Bicycles & Outdoors
Help manage and educate floor staff, coordinate events for shop and a store key holder. Build & maintain quality bikes, co-design logos and content for website; shoot & direct video for shop events.

EDUCATION

Bachelor of Fine Arts - Filmmaking & New Media
University of Nebraska-Lincoln
- Johnny Carson School of Theatre & Film
Lincoln, NE, 2003-2008

SKILLS

HTML 5, CSS, Javascript, GIT/Github
Videography & Photography
After Effects, Premiere Pro & Adobe Creative Suite
Manager & Project Leader
Professional Bicycle Mechanic

HOBBIES & INTEREST





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References

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