

# JEREMY STUTES

## Portfolio



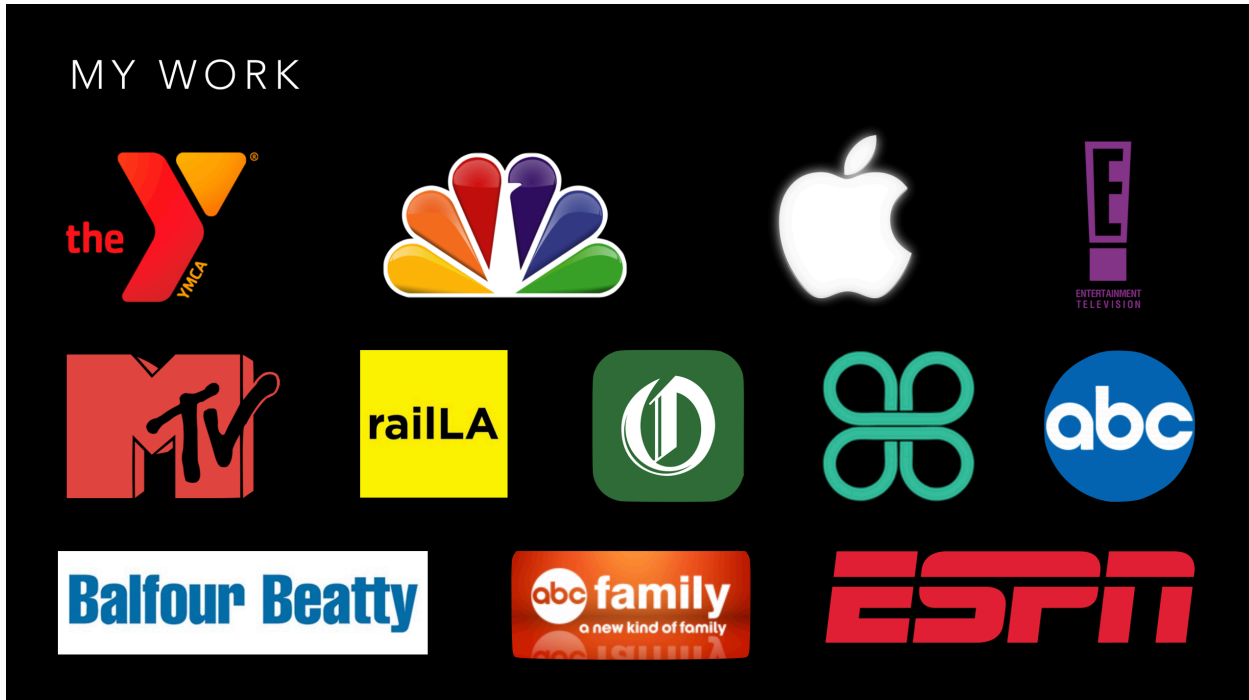


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# Prominent Companies

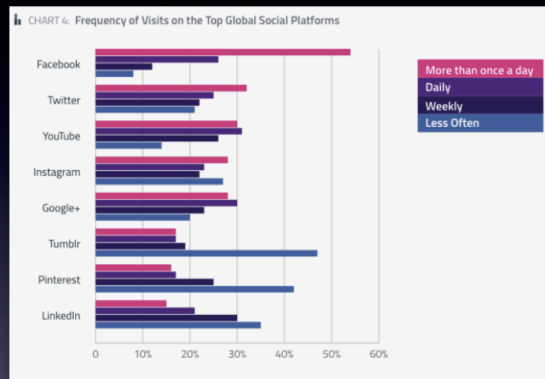
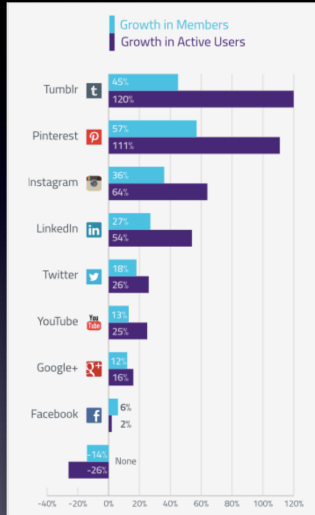


Jeremy has worked with a large variety of companies ranging from large entertainment corporations to non-profits and start-ups including **Apple**, **NBC**, and the **YMCA**. His experience gives him the unique ability to foster connection and trust with diverse audiences ranging from youth to seasoned C-level executives.



# Social Media Training

“Social Media isn’t a bulletin board, it’s a conversation.”



Source: GWI Social Report Q3 2014

In 2014, Jeremy worked with **Lee Andrews Group**, a leading Public Relations firm in Los Angeles, to train their staff in social media best-practices. He trained the team on various platforms, strategies for engagement, use of analytics, as well as the social media management tool **Hootsuite**. Social media is a rapidly changing and dynamic space and strategies must always be evolving to continue to drive engagement.



# Social Media Branding



In addition to serving as President of the non-profit **railLA** from 2011 until 2017, Jeremy also curated and maintained the social media (Twitter, Facebook, YouTube) for the transit advocacy organization which included a comprehensive rebranding campaign.



# Instagram Reels



To celebrate the June 6, 2025, completion of the LAX/Metro Transit Center, a major milestone for regional transit connectivity, Jeremy collaborated with The Transit Coalition on a series of three short-form vertical videos for Instagram. This initiative garnered significant public engagement, accumulating over 113,000 views, 3,000 likes, and 1,000 shares within five days, all through organic engagement. The reels also included captions to ensure broad accessibility.

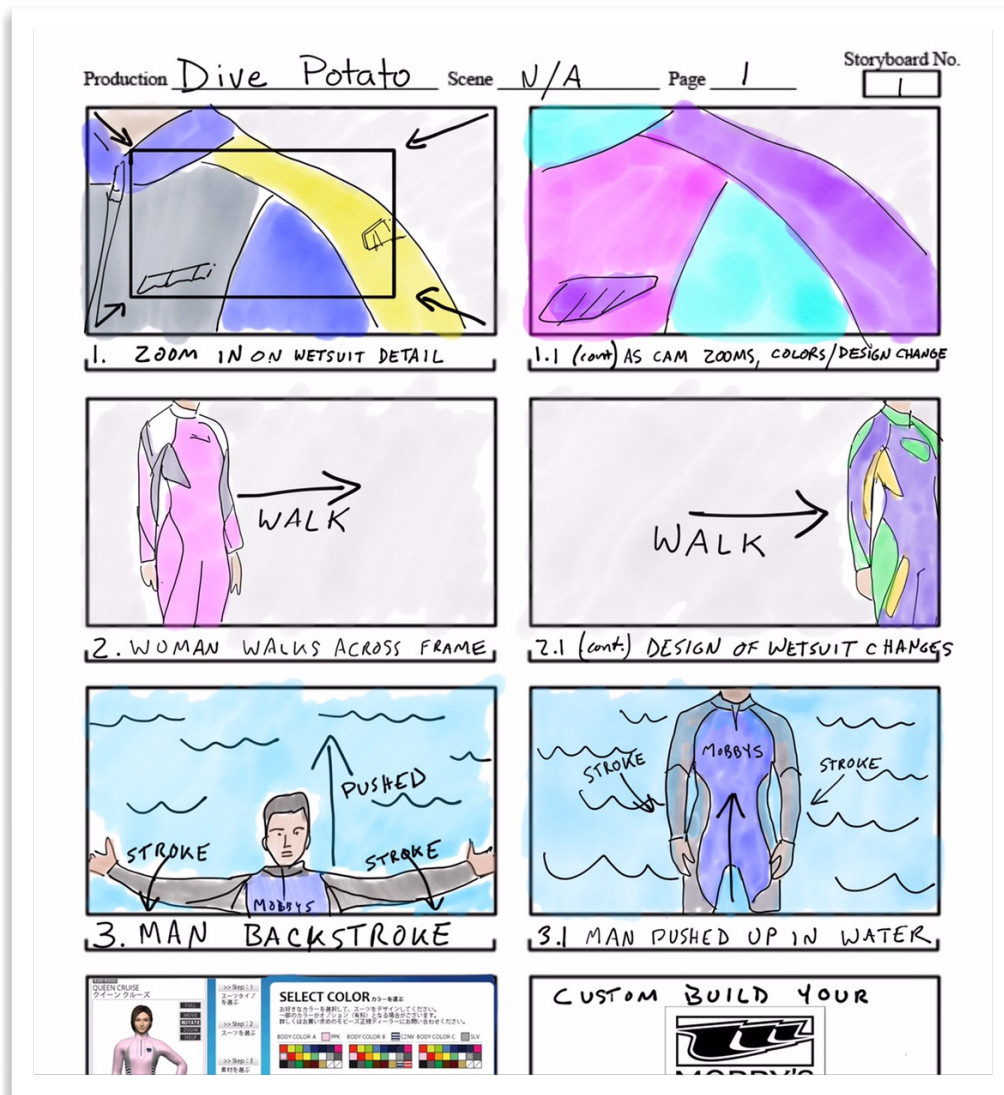
Part 1: <https://www.instagram.com/p/DKmomLyRCNI/>

Part 2: <https://www.instagram.com/p/DKpQzwApe5U/>

Part 3: <https://www.instagram.com/p/DKspliTS2hP/>



# Storyboards



In 2017, Jeremy partnered with **Dive Potato** to storyboard an ad campaign to highlight the ability to customize a wetsuit using a new design feature on the company's website.

# Video Production



In 2016, Jeremy produced a strategic tour of California High-Speed Rail construction sites and a compelling accompanying video in partnership with the California High-Speed Rail Authority. This initiative proactively addressed funding threats and public skepticism, providing transparent infrastructure progress updates, demonstrating taxpayer investment impact, and galvanizing statewide advocacy to positively influence public perception and affirm project delivery.

Video: <https://youtu.be/oWNrHxda-tQ?si=J2ZUvlpJMZcqIRM7>



# Strategic Communication



Jeremy produced and hosted the "Dapper & Flapper" video and experiential tour as a strategic communication initiative to transform Metro's public perception. In partnership with railLA, Metro, and the California High-Speed Rail Authority, this effort challenged negative stigmas by promoting stylish ridership, showcased the B Line subway's role in connecting city destinations, and highlighted future high-speed rail integration. Project involved collaboration with city council deputies highlighting DTLA revitalization efforts.

Video: <https://youtu.be/M7Qrfxp-eoA?si=JYYHAXJKfYCbKVVk>

# Event Video Production



Funded through a grant from the Goldhirsh Foundation, Expo Explorers was a railLA event strategically designed to foster public engagement along Metro's E (Expo) Line while gathering public input on LA2050's draft goals. The program provided essential guidance on how to use the system, successfully creating a positive first impression of the transportation system and showcasing its accessibility.

Video: <https://youtu.be/-oxGvW0pxUg?si=ooZVCtco9nSGnV1S>



# Public Presentations



Launched the concept for a transformative, decentralized World's Fair in Los Angeles distributed along LA's expanding transit lines. Key deliverables included a co-designed presentation with the RailLA Board and a promotional video script. The initiative successfully garnered city support, demonstrating effective stakeholder engagement and policy influence before its concepts were integrated into Los Angeles's Olympic Games bid.

Presentation: [https://www.jeremystutes.com/files/ugd/10dff1\\_a6afe2e40c9b4cbd8352f3b49f987a1c.pdf](https://www.jeremystutes.com/files/ugd/10dff1_a6afe2e40c9b4cbd8352f3b49f987a1c.pdf)

Script: [https://www.jeremystutes.com/files/ugd/10dff1\\_3916bfe34ff441169e1f4337f5f6b839.pdf](https://www.jeremystutes.com/files/ugd/10dff1_3916bfe34ff441169e1f4337f5f6b839.pdf)

# Logo Design

## Dunwoody Productions Logos

While working for Ryan Seacrest's reality television production company Dunwoody Productions, Jeremy was asked to design logos for the company based on the colors of his hometown high school football team. Here are a few samples and variations:



# Layout & Graphic Arts

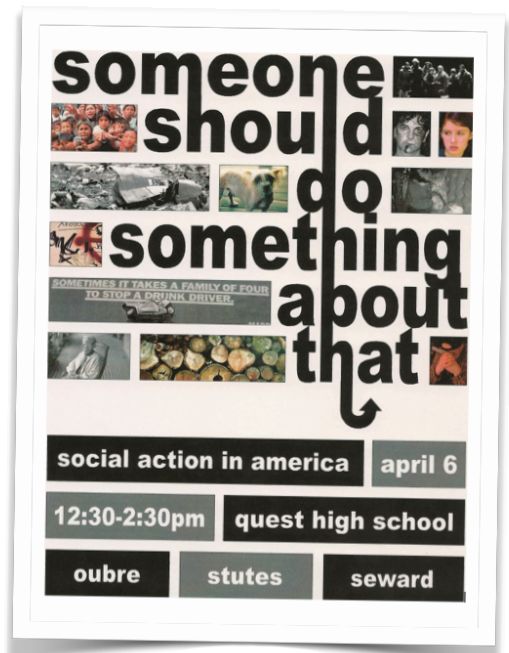
## **“Take Action” Campaign**

Jeremy designed logos and posters for the debut of a local event called Volunteer Night that was developed to pair volunteers with community needs. He needed to get people’s attention and get them motivated so we devised the “Take Action” campaign, partnering with local teachers to provide extra credit for students who attended the event.



## **Someone Should Do Something About That**

The behind Volunteer Night, gave a public presentation to the community about their work. Jeremy’s graphic design for this presentation incorporated images representing various social needs and illustrated a change in direction from simply identifying needs to facing them and doing something to address the problems. It was clear, to the point, and very effective.





# Charitable Events



**Thousands of zombies danced to Thriller** for Thrill the World 2009 at LA Live. 6000 people attended the final “Thrill Day” event with nearly 2000 dancers including this group of kids in red shirts from our local charity partner Inner-

City Arts. The event had social media tie-ins including event hashtags and a Facebook and Twitter account.

## **Zombies Helping Kids**

While planning Thrill the World, Jeremy devised an idea to help raise money for Inner-City Arts by setting up a zombie makeup booth at the event where attendees could donate money and have their faces painted like a zombie! The makeup booth was wildly successful and raised over 3000 dollars for the charity which provides arts programming for at-risk youth in Downtown Los Angeles.



For more portfolio samples, visit [jeremystutes.com/creative-portfolio](http://jeremystutes.com/creative-portfolio)