



Jeff McCord

NONPROFIT BUSINESS DEVELOPMENT, MARKETING, COMMUNICATIONS & PR

Personal Info

Name: Jeff McCord
Address: 3703 SW Holden St
Seattle, WA 98126

Cell: (206) 234-4357
Email: jeffm@pugetsoundaccess.org
Web: carcotheatre.org

Mission Statement

I have a passion for developing new business, and founding creative companies; particularly as they relate to the arts, architecture, film, and television. My mission is to transform a nonprofit into a relevant, thriving entity that has a positive impact on our community.

Work Experience



Puget Sound Access / Carco Theatre

DEC 2014 - PRESENT

Executive Director

- I've had the most remarkable experience of my career, having been brought in at the new Executive Director to a 501(c)(3) Community Access Cable channel, as well as the 310-seat performing arts "Carco Theatre" in Renton, WA. I have helped to rebuild the organization to serve the communities of Renton, Kent, Auburn, Tukwila, SeaTac, and Burien with programs on stage and on screen featuring three key areas: Multiculturalism, Children's Programming, and Northwest Film, reinventing what the organization brings to the surrounding area.

Nickel Bros

FEB 2006 - PRESENT

Marketing, PR, Sales & Gov't Relations

- As the Marketing Director of Nickel Bros House Moving—a company that 'recycles' over 200 houses per year by moving them rather than allowing them to be demolished as C&D waste—I was able to use an 'earned media' approach to get the company's spectacular house moves onto television programs on HGTV, Discovery Channel, National Geographic Channel, as well as international news, local news, and print outlets.
- Helped to educate City, County & State Governments about the benefits of recycling whole houses. Many of these are of Historic Quality, including Craftsman Bungalows and Victorians, and involve saving about 40-60 trees-worth of lumber from the landfill.

Freelancelot

JAN 1988 - JAN 2006

Communications; Graphic Design; Prepress; Photoshop

- Graphic design, layout, and typography for private clients and corporations, including Microsoft, Nintendo, SEGA, Tim Girvin Design, Digital Kitchen, and many others
- High-end Photoshop retouching and illustrations, including work for Generra Sportswear Company's "Hypercolor," *Spy* magazine, *Entertainment Weekly*, Microsoft, and others. My Photoshop work was featured in *The Photoshop WOW! Book*, *Mac User* magazine, and other publications. I was a speaker at Photoshop Conference and Macworld (San Francisco).
- Instructor of Computer Design, Adobe Photoshop, Adobe Illustrator, QuarkXPress, Typography and other classes at Seattle Central Community College, School of Visual Concepts and Art Institute of Seattle
- I was a nationally-known expert using Kodak Photo CD, as well as Stochastic (FM) Screening



Work Experience (cont'd)

Fargoal, LLC

JUN 2008 - PRESENT



- Producing & Art Directing **Sword of Fargoal**, **Sword of Fargoal Legends** (Chillingo/EA), and the upcoming **Sword of Fargoal 2** for iPhone/iPad & Mac/PC/Linux
- Marketing, PR and Social Media outreach for all three products
- Running a successful Kickstarter campaign for **Sword of Fargoal 2**, which funded October 2012 and raised \$50,000.00 from fans & supporters
- **Awards & Recognition:** Selected as "Best games of 2009" by *TouchArcade* • *2010 Best App Ever Awards*, "Best Retro Game" • Featured in *Guinness World Records 2012, Gamer's Edition* as "Most critically acclaimed 'Roguelike' for iOS" • Listed as one of the "Top 150 Best Video Games of All Time" by *Computer Gaming World* in 1996

Trouble Brothers, LLC

OCT 2010 - PRESENT



- Producing, Art Directing and Co-Designing **Wizard Hex**, **Cargo Runners**, and the upcoming **Match-O-Matic** games for iPhone/iPad.
- Producing & Art Directing **Forbidden City**, a brand new game by Reiner Knizia, showcased in the Goko.com Beta, an HTML5 board game site; plus one other soon-to-be-released game title based on a well-known Eurostyle board game (under NDA).
- Along with my business partner, Steve Shippert, we have been consultants and designers for several 'tabletop' board games, including **Cargo Runners**, of which we now own the electronic and print rights.

PlayMasons, LLC

AUG 2008 - PRESENT



- In 2009 we were awarded a contract, along with Team Soapbox, to design and produce an educational game for **Sound Transit's** campaign on pedestrian/rail safety for K-8 kids. Our design was distributed to 13,000 Seattle school kids, and the project won second place in a national transportation safety award for **Sound Transit**.
- In 2009 we designed a marketing campaign for the **City of Seattle** for pedestrian safety during the holiday season, which was intended to reduce car/pedestrian injuries during the darker days and bad weather in downtown Seattle.
- From January 2011 to June 2012 we were contracted to produce six "Searches" around the **Pike Place Market**. The PDA (Pike Place Market Preservation & Development Authority) wanted us to design a game to encourage the general public to come down and enjoy the Market during the 2011/12 earthquake retrofit. We designed a series of six "Passport" Searches called "Around the Market in 80 Minutes."

Emerald City Search

OCT 2007 - PRESENT



- In 2007 we became the owners of **Emerald City Search**, an annual Seattle-wide treasure hunt that involves an estimated 40,000 participants who are trying to solve daily clues over a 10-day period, with a goal to find a hidden Medallion. In 2011 we sold the event to **One Reel** (Producers of *Bumbershoot* and *Washington Family Fourth*), and we have remained the "Puzzlemasters" of the event, which is now in its 7th year. We also helped to advise **One Reel** on their Kickstarter campaign for the event.

Front Porch Classics

APR 2004 - JUN 2005



Graphic Design & Game Design

- Worked in the Art Department designing game boards, boxes & marketing materials
- While at FPC I design a card game called **Party Mixers** and worked on other games; including a series of game concepts for an airplane game: **Sorte; Flying Circus; Flying Ace**

- Through my decades-long experience as a Graphic Artist, Marketing Director, and Historic Preservationist, I have had the opportunity to work wonderful teams and partners on projects of all sorts. Always taking an entrepreneurial approach to each project, I find creative and cost-effective ways to communicate the ‘story’ behind any cause or goal.
- Forming teams, vetting skill sets, reviewing experience and getting bids; plus contract negotiations and establishing new relationships with contractors.
- Code changes/Lobbying from my experiences working with city government having to do with recycling and sustainability through moving and reusing whole houses; as well as time on the Design Review Board in West Seattle.
- Earned Media (getting on news, TV, newspaper, etc)
- An experienced mastery and understanding of Social Media and crowdfunding.
- Modern fundraising (i.e. my successful Kickstarter campaign and consulting on others).
- Photoshop illustration and retouching; All electronic layout and prepress software.
- Business development; Company formation & structure; Trademarks & Patents
- Web design, coding, & publishing; Blogs & Forums.
- Events; Meetups; Online communications (Skype, Google Hangouts, etc.).
- Working with national and international partners and teams.
- Having designed a number of my own games over the past 33 years for a variety of platforms, including several award-winning smartphone apps, I understand the importance of ‘gamification’ of contemporary Marketing & Communications. Present generations have grown up expecting game-like communications and entertainment in much of the media that they take in. I believe it can be incorporated into the thinking of marketing messages
- Practical understanding and design skills of mobile app UI and UX.
- “Acting for Directors”/improv acting experience; fluency & familiarity w/theater operations.

Architecture & Historic Preservation

ADVANCED, 18 YEARS

HOUSE TO HOME

- Through both personal house restoration projects and house moving I gained a strong understanding of the built environment. Founded two innovative green-building development companies — **House to Home** and **The Neighborhood Company**.
- 2001: Founded **House to Home** and saved an historic-quality Craftsman by moving it
- 2002: Founded **The Neighborhood Company** and restored the original REI house in West Seattle, and built three new houses which share a common garden space
- 2004-2008: Served on City of Seattle’s **West Seattle Design Review Board** (Chaired in 2007)

Education

The Evergreen State College

JAN - SEPT 1989

BA, Media Arts

My degree is a balance of creative use of multi-media and critical-thinking. Among my best classes was “Visual Humor,” in which we studied humor from Vaudeville to modern film and television. My thesis project was a short film called *Tippy Canoe*, which was selected and screened in front of films at the **Seattle International Film Festival**.

NYU, Tisch School of the Arts

SEPT 1985 - DEC 1986

Film & Television Program

My concentrations at NYU were in Dramatic & Documentary Filmmaking, as well as “Acting for Directors.” While there I also established and ran the school’s first 35mm film series, where we invited directors such-as John Sayles to come and speak before their films. I also received a *Paulette Goddard Scholarship* while at NYU.