

## Jason Adam Rose

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## About

### Bio

A Los Angeles based multidisciplinary business strategist, designer and finance executive with over 10 years experience in developing businesses, cultivating ideas and driving profitability.

### Currently

Since moving to Los Angeles in 2014, I have been offering financial, creative and consultancy services to a number of hospitality, production, restaurant, fashion and eCommerce clients across the United States.

### Craft

A highly versatile and expansive skill set with a rare understanding of both design and entrepreneurial finance and management. An accomplished background in directing financial and accounting operations including the development of budgets, forecasting models, preparation of financial statements, contract negotiation and implementation of key performance indicators and growth strategies. A sharp aesthetic judgment and well honed understanding of design principles providing creative solutions across a broad spectrum of mediums and contexts; from brand concept development and inventive marketing tactics to design for print, screen and environment. The ability to generate bold presentations, decks, pitches and reporting that lead to highly desirable, profitable results free of visual clutter. A fierce attention to detail, astute research and analytical skill and a well-developed aptitude for communication, whether visual, written or interpersonal.

### Tools

Advanced Excel, Adobe Photoshop, Illustrator, InDesign, Premier Pro, HTML, CSS, Wordpress, Squarespace, Google Apps, Adwords and Analytics, Campaign Monitor, Mailchimp, MS Office Suite, Basecamp, Sage Peachtree, Quickbooks, MAS 90.

### Education

**University of Colorado at Boulder**  
Bachelor of Science Business Administration  
1999 to 2003

## Experience

### Fox And Company

Creative & Financial Direction, Design, Fall 2010 - Now

Freelance designer for print and web, creative director, brand and marketing strategist for hotels, resorts, restaurants, fashion and apparel industries. Emphasis on visual identities, stationary, advertising, email marketing, print and digital campaigns, brochures, booklets, brand guidelines, templates, websites and microsites.

Conceptualized and Produced annual New Years Eve hotel buyout event with over 1500 attendees. Maintain budget and perform a large range of functions requiring a high degree of flexibility – event and concept design, hotel room packaging and revenue management, marketing, advertising, vendor and talent relations, production management and event accounting.

### Ventana Hotels And Resorts

Controller, Marketing Specialist, 2006 to Fall 2010

Comprehensive responsibility for all facets of operating a full-service boutique hotel management company. Core focus on revenue and profit improvement strategies, brand development, and non-traditional marketing campaigns. Performed an indiscriminate mix of art direction, graphic design, Internet and email marketing, paid search, and content creation for print and digital mediums.

Previously as Controller. Operational forecasting, business development, budgeting, underwriting and analysis, ownership presentations, cash flow management, and preparation of profit and loss statements.

### Shoreview Associates L.P.

Fixed Asset Accountant, 2005 to Summer 2006

Chief accounting officer administering sale of Hotel La Jolla. Responsible for distributing proceeds of approximately 24 million dollars. Maintain general ledger, balance sheet, and all financial accounts until dissolution of partnership.

### Hotel La Jolla

Controller, Human Resources Manager, 2003 to 2005

Serve as senior financial officer and Controller focusing on administration of internal financial controls and procedures. Direct and coordinate all fiduciary, budgeting, and forecasting functions relevant to operation of four-star destination hotel.