

# JORDAN MARTIN

CREATIVE DIRECTOR | FILMMAKER | PHOTOGRAPHER

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thehumanlens 

Creative director, filmmaker, and photographer with over 15 years of creative production experience. Adaptable, detail-oriented, and passionate about impactful storytelling.

## HARD SKILLS

*On-Set Direction  
Cinematography  
Concept Development  
Creative Presentation  
Client Relations  
Team Management  
Creative Management  
Producing*

## SOFT SKILLS

*Collaborative  
Motivating  
Inclusive  
Problem Solver  
Innovative  
Emotionally Intelligent  
Active Listener  
Time Management*

## TOOLKIT

**Adobe Suite**  
*Premiere  
After Effects  
Audition  
Illustrator  
InDesign  
Photoshop*  
**Asana**  
**Stacker**  
**Microsoft Teams**

## EDUCATION

UNIVERSITY OF OKLAHOMA **NORMAN, OK**  
Bachelors of Arts in Film and Media Studies | 2021

## AWARDS AND RECOGNITION

- Short Film Corner - "Leak" - Festival de Cannes - 2023
- Heritage Award Nominee - American Society of Cinematographers - 2022
- Communicator of the Year - The Department of Defense - 2022

## EXPERIENCE

### MOORE

CREATIVE DIRECTOR – AUG 2022 - PRESENT

As Creative Director, I manage the creative vision and strategic direction of high-profile and diverse award winning direct-response campaigns. I help lead a team of tremendously talented creatives and editors through ideation, development, pitching, and execution. Through collaboration with the client and production teams, I oversee creative from end-to-end and leverage my film and visual medium expertise to ensure consistent growth in quality and unique storytelling.

### THE HUMAN LENS

FOUNDER – JUNE 2009 - PRESENT

Founded in 2009, The Human Lens has served as an outlet for voicing deeply human stories bolstered by distinct and lasting imagery. Through a variety of mediums including film, music videos, photography, art, and design, The Human Lens is a personal mechanism for authentic storytelling whether it be on screen or in print. I manage seamless collaboration in all phases of production, from script development and pre-production to on-set direction and post-production editing.

### THE UNITED STATES AIR FORCE

PHOTO AND BROADCAST JOURNALIST – MAY 2017 - NOV 2022

Lead a team of creatives through the ideation and execution of internal and external multi-media campaigns. Directly produced award winning photo, video and written content utilized by the Department of Defense, The United States Air Force, and multiple news and media outlets across the globe. Handled all public relations and crisis management matters for multiple command units here and abroad.

COMMUNICATION / NAVIGATION SYSTEMS TECHNICIAN – MAR 2013 - MAY 2017

Maintained the communication and navigation systems on the over billion-dollar fleet of E-3 Sentry aircraft. Trained and led technicians through proper electrical troubleshooting procedures. Responded to scheduled and emergency maintenance request ensuring the fleets consistent operational capability.

### CINEMATIC VISIONS

DIRECTOR OF PHOTOGRAPHY/VIDEO EDITOR – JUNE 2010 - FEB 2013

Produced video advertising and media content for corporate, small business, and local organizations. Lead cinematographer and camera operator for their nationally televised program - *Just Down the Road*