

LANCE ADCOCK

GRAPHIC DESIGN | DIGITAL MARKETING | WEB | VIDEO | MOTION

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PROFILE

Multidisciplinary creative and digital marketing professional with 20+ years of experience across graphic design, web, video, motion graphics, animation, advertising creative, and content production. Combines hands-on Adobe production with web development, campaign thinking, storytelling, and AI-assisted workflows. Comfortable carrying work from concept and copy through design, production, publishing, and iteration. Feature-animation experience includes **Jimmy Neutron: Boy Genius** and **Barnyard**.

CORE CAPABILITIES

Graphic Design & Brand Systems	Digital Marketing & Social	Website Design & Updates	Video Editing & Motion
Print / Direct Mail / Ads	Adobe Creative Suite	Webflow / HTML / CSS / JS	AI-Assisted Production

PROFESSIONAL EXPERIENCE

Site Hand / Personal Assistant to Frank DiMare | DiMare Construction Co.

2026 | St. Augustine, FL

- Provide day-to-day personal and jobsite support to Frank DiMare, handling errands, pickups, site logistics, cleanup, material movement, and changing priorities.
- Support commercial construction projects and field teams by handling whatever is needed to keep work moving safely and efficiently.

Marketing Director | The Original Granite Bracket

2024

- Led creative and marketing production across graphic design, video, product communications, web assets, and promotional content.
- Designed marketing materials and shot/edited video for promotional, instructional, and product-focused use.

Google Ads / Digital Marketing | DadsPaidAds.com

2022 | St. Augustine, FL

- Planned and managed Google Ads and supporting creative for small-business campaigns, including messaging and lead-generation assets.

Multimedia Designer | Zaniboni Lighting

2017 | Clearwater, FL

- Created 3D product renders, weekly social media promotions, product specification sheets, and marketing assets.

Senior Graphic Designer | Autoloop

2017 | Clearwater, FL

- Produced animated web banners, email campaigns, instructional videos, presentations, and digital marketing assets.

Web Developer / Multimedia | FeasTECH

2014–2015 | Sacramento, CA

- Built company web pages, updated social graphics, and produced YouTube video content.

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FEATURE ANIMATION & MOTION GRAPHICS

3D Modeler / Layout / Lighting — **Jimmy Neutron: Boy Genius** | DNA Productions | 2000–2004

Feature-animation artist contributing 3D modeling, layout, and lighting to the Academy Award-nominated animated feature.

Lighting / Character Animation Support — **Barnyard** | Omaton Animation Studio | 2004–2005

Feature-animation artist responsible for lighting direction and character blend-shape work on the animated feature.

Lighting Artist | Threshold Animation Studio | 2008

Worked with lighting rigs and rendering for the animated feature Foodfight!.

3D Generalist | Post Op, Dallas, TX | 2012–2013

Modeled, textured, rigged, lit, rendered, and composited 3D assets for television commercials.

2D / 3D Compositor | Local Hero Post, Santa Monica, CA | 2011–2012

Performed After Effects cleanup and 3D compositing for post-production work.

3D Motion Graphics | Point of Origin / Go Go Lucky Entertainment | 2011

Created 3D logos and title graphics, including work for Animal Planet's Lost Tapes.

SELECTED PORTFOLIO / RECENT DIGITAL WORK

Trades Trust System | **Home-Service Marketing & Sales System**

Recent | Portfolio

- Connected positioning, website structure, reputation proof, sales-process thinking, video planning, and launch assets into one home-service growth system.

Home Service Growth OS | **Web Strategy & Conversion Experience**

Recent | Portfolio

- Designed positioning, UX, copy, and launch assets for a diagnostic experience that maps where leads, estimates, jobs, payments, and reviews break down.

TOOLS

Adobe: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro • **Video:** DaVinci Resolve, editing, motion graphics, storyboards • **Web:** Webflow, HTML, CSS, JavaScript, landing pages, web publishing • **Marketing:** Google Ads, social content, email creative, campaign assets, analytics • **AI:** research, conceptualizing, scripting, visual direction, iteration, content repurposing

EDUCATION & CERTIFICATIONS

The Art Institute of Dallas

Associate of Science, Computer Animation

Silicon Graphics Studio, Santa Monica

Software Training

Texas State Technical College, Amarillo

Multimedia Studies

Webflow Certifications

Webflow 101 Certification

Webflow CMS Certification

Layouts Certification — Level 1

Layouts Certification — Level 2

ADDITIONAL EXPERIENCE

VantagePoint3D.com — 3D Photographer (2022) • Hobby Lobby — Warehouse Manager (2020) • PayKings.com — Business Development Manager (2017) • Arttime Group — 3D Web Products (2011–2013) • ExakTime — 3D Industrial Design (2011) • AMS Production Group — Camera Operator (1999–2000) • CBS KFDA News Channel 10 — Photojournalist (1995–1996)