

OBJECTIVE

Seeking a managerial role in creative services, digital marketing or website operations where I can contribute my experience and sensibilities with design, multimedia, corporate website, strategy, and marketing tools to contribute to measurable goals and lead talented, growing teams

AREAS OF EXPERTISE

- Creative Direction
- Digital and traditional illustration
- Design layout & image manipulation
- Project management & direction
- Content research & development
- Typesetting, editing and proofreading
- Web Design Standards, Best Practices, HTML/CSS Code
- Content Management Systems (CMS) Setup & Management
- Website Accessibility (WCAG 2.0) standards compliance
- Video Editing & Compositing
- Search Engine Optimization (SEO)
- Search Engine Marketing, Pay Per Click Advertising, Google Adwords

TECHNICAL PROFICIENCIES

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver and Flash
- Motion Graphics: Adobe After Effects
- Editing: Adobe Premiere and Final Cut Pro
- Audio Mastering: Adobe Audition
- Front-End Web design: Write/edit HTML & CSS, experience implementation & modification of Javascript & JQuery
- Back-End Web Development: ExpressionEngine & Wordpress CMS Information Architecture and Template Development
- Marketing Automation: Experience developing templates for Silverpop, Eloqua and Hubspot
- Microsoft Office: PowerPoint & Word Templates
- Mac & PC expertise

SUMMARY

- Aptitude for disseminating extensive content and challenging concepts into a simple, user friendly solution
- Very process-oriented and excellent project management skills
- Unique ability to communicate complex terminology in lay terms and translate concepts into reality
- Exceptional design sensibilities and production skills complemented by strong writing and proofing capabilities
- Energetic, personable, and reliable with history of cultivating partnerships with clients, colleagues and vendors
- Bring ideas to the table in creative and marketing meetings and I'm passionate about directing creative and production with junior designers and external vendors

PROFESSIONAL HISTORY

Viavi Solutions, Milpitas, CA.....August 2016 –Present
Senior Manager, Visual Brand & Graphic Design

- Manage strategy, approach, and refinement of brand guidelines and shape the future of the global Viavi Solutions brand
- Execution of corporate marketing and brand-level campaigns on a wide range of visual design projects, including: product collateral & templates, sales and marketing communication theming, UX/UI elements, video & motion graphics, and digital & print advertising
- Streamline creative process, deliver high-value assets, and ensure a cohesive, pleasing look-and-feel is achieved globally
- Collaborate with, educate, and hold accountable junior graphic designers and third-party vendors such as advertising & marketing agencies, and video production agencies.

Siteimprove, Bloomington, MN.....August 2014 –August 2016
Multimedia Manager/Art Director

- Art direction, strategy, media planning, and execution for a complete media mix of graphic design/print materials and advertising, front-end and back-end web development, video editing/motion graphics and onsite video production
- Ensure global brand alignment on media plans executed by internal and external vendors
- Management of digital assets - organized, stored and built processes for retrieval of rich media. Also managed, tracked and documented digital rights and permissions
- Global oversight and strategy of search engine marketing programs/pay-per-click campaigns, tracking sales leads and opportunities, reporting on status and ROI to executive management
- Management and creative direction to junior graphic/multimedia designers and external web development vendors. Implementation of project management system (Basecamp) and documentation of creative processes
- Development of video client testimonial program including planning, format, coordination, strategy, videography, editing, and motion graphics
- Develop, design, manage and maintain marketing technology (marketing websites, microsites, email and landing page templates) for quality assurance, accessibility compliance, search engine optimization (SEO), and provide analytics reporting
- Strategy, execution and reporting (to CFO and Global Executive Management team) online advertising, search engine marketing (SEM), and Google Adwords pay per click (PPC) campaigns for North America, Asia Pacific and UK.

Freelance and Independent Contract Multimedia Design Work, Burnsville, MN.....October 2002 - Present
Work with small business and independent clients on projects such as company websites, brochures/flyers, startup company branding, banners/signage, digitizing logos & other artwork, photo retouching, book layouts

Bosch Security Systems, Burnsville, MN.....May 2012 –August 2014
Senior Graphic Designer

- Creative direction to junior graphic designers and external vendors (advertising & design agencies, web development agencies, video production companies)
- Core participant in RFPs, close working practice with creative agencies, managing the relationship, ensuring we are getting the most from that resource as an extension (not replacement) of the team
- Execution of print creative, web creative, display graphics, video motion graphics & live action video editing, videography and photography at client events and trade shows
- Support product marketing strategy, product launches and messaging across multiple divisions and brands including Bosch Security Systems (analog and IP security video cameras, security systems, intrusion, fire alarms) and Bosch Communications Systems brands Electro-Voice (pro audio loudspeakers, microphones, amps, dsp), RTS (headsets, intercom systems, wireless systems), and Telex (intercoms, radio dispatch, aviation headsets).

IdeaS — A SAS COMPANY, Bloomington, MN.....January 2008 —May 2012
Graphic Designer—Web Designer—Multimedia Designer

- Graphic Design of print collateral (large collection of product brochures & literature), trade show booths/displays, and publication advertising
- Implementation & regulation of corporate identity system
- Creation of standardized illustrations, icons and chart theming for corporate presentations and sales presentations
- Interface design, development, and content management system setup for company websites, lead-generation landing pages, and email campaigns
- Printer vendor sourcing, file preparation & print quality control
- Website globalization and translation coordination for Simplified Chinese language and German language
- Video Editing and Motion Graphics for Marketing Videos, Webinars and Software Demonstrations
- Provided Creative direction and project management to on-site full time graphic design/web design contractors to deliver all design projects for global marketing teams
- Research and Strategy for search engine optimization and pay per click advertising campaigns

Universal Promotions, Inc., Rogers, MN.....January 2005 - January 2008
Lead Graphic Artist & Web Site Designer

- Worked as liaison with company administration and staff while functioning as project director for product catalog and web site development & design
- Responsible for concept, design, development and implementation of brand identity systems, new product development, product catalogs and dynamic product line web sites which significantly improved client value perception of company
- Researched vendors and printers to source most economical printing and marketing solutions for company

Norwood Promotional Products, Sleepy Eye, MN.....October 2004 - December 2004
Production Artist (Temporary Placement via Aquent Creative Services)

Typesetting of client ads and creation of artwork while meeting deadlines, accuracy standards, and print production quality control standards

Posi Lock Puller, Inc., Cooperstown, ND.....February 2000 - September 2001
Marketing Communications & Graphic Design Specialist

- Independently designed various print materials for sales department and company operations departments
- Established Posi Lock's brand identity and developed identity standards handbook

EDUCATION, ASSOCIATIONS & PROFESSIONAL DEVELOPMENT

The Art Institutes International Minnesota,
Minneapolis, Minnesota.....October 2001 - September 2004
Bachelor of Science Degree in Graphic Design

Professional Member of AIGA, Minnesota Chapter.....January 2009 —May 2012

Adobe MAX Conference.....May 2013

- Training on new features and efficient use of Adobe Premiere and Adobe After Effects
- Training on creating mobile apps with Digital Publishing Suite, and self-publishing apps
- General sessions for creative and professional inspiration, as well as seeing what new tools and features are coming to the new Adobe Creative Cloud

HOW Design Live Conference, Boston, MA.....June 2012

- Sessions presented by professional designers and business experts on design proficiencies, saving time and money, making the most of resources, and being more creative consistently.

InHOWse Design Managers Conference, Chicago, Illinois.....June 2011

- Sessions from veteran in-house professional designers on inspiring design teams, design team management, selling ideas upward, etc.