

Energetic and innovative Designer & Marketer with over 9 years' experience in the Entertainment industry working across all media & specializing in graphic design, brand management, creative marketing, event promotion, social media content, web design, video editing, and cross-channel campaigns. Highly-talented with a proven background of developing conceptual artwork and creative solutions for clients/companies including but not limited to: tech, B2B, non-profits, trade organizations, events, venues, record labels, start-ups, media, B2C, and independent businesses.

A natural leader and articulate communicator confident leading and working with stakeholders, designers, marketers, programmers, business leaders, and cross-functional teams etc. to create and implement web solutions to enhance digital presence and marketing content.

SKILLS

- Adobe Creative Suite
 - Photoshop / InDesign
 - After Effects / Premiere
 - Illustrator / Adobe XD
- Photography
- UI/UX Design
- Digital Design
- Typography
- Web Design
- Motion Graphics / Animation
- WordPress / CMS
- Social Media
- Writing
- Branding
- Key / Poster Art
- Entertainment Design
- Cross-Channel Design
- Video Production
- Content Creation
- Google AdWords
- PowerPoint / Keynote

WORK EXPERIENCE

DESIGNER + MARKETING CONSULTANT / CHASE VARGA

July 2012 - Present / United States

Provided high-quality brand design and business development consulting services to clients by determining specific needs, and developing eye-catching graphics, 360 campaigns, videos, and websites to promote brands.

MARKETING MANAGER + LEAD DESIGNER / AMERICAN ASSOCIATION OF INDEPENDENT MUSIC

Sep. 2018 - July 2019 / New York, NY

Led marketing and design operations for non-profit trade organization protecting the rights of the Independent music sector. Marketed all official A2IM events including A2IM Indie Week (182% growth), Libera Awards (50% growth), Indie Music Mixers (multi-city), and A2IM SynchUp (30% growth). Designed branding and assets for flagship events.

- Raised event revenue for the 2019 Libera Awards an average of 80% by leading team of designers/event producers, launching effective marketing campaigns, creating web content & e newsletters, and designing branding including but not limited to motion graphics, projection maps, commercials, web experiences and swag bags.
- Ran all digital channels & boosted social following and engagement 33% across all platforms within 6 months of onboarding by designing creative and digital campaign.
- Designed and developed new mobile ready A2IM website (A2IM.org), Libera Awards website (liberaawards.com) and landing pages.

EXPERIENCE (cont.)

DIRECTOR OF DIGITAL MARKETING + SENIOR DESIGNER / LOUIS BLACK PRODUCTIONS

April 2017 - July 2018 / Austin, TX

Contributed to various branding initiatives of production and promotion company founded by SXSW & Austin Chronicle co-founder, Louis Black.

- Revamped Best of Austin web pages on AustinChronicle.com.
- Created the Austin Chronicle Cocktail List advertising supplement, directed design/layout and wrote all related editorial – resulted in \$11K revenue on launch.
- Aided in promotion of Austin Chronicle Music Poll and AMA's by designing an augmented reality mobile experience to engage new audience, collected data & maintained content database.
- Enhanced brand awareness and increased ticket sales 30% by devising and implementing marketing strategy for 2018 Austin Music Awards.

DIRECTOR OF MARKETING + DESIGNER / ENGINE DRIVER PRESENTS

Aug. 2015 - April 2017 / Portland, OR

Oversaw marketing processes for music and event promotions company producing events in multiple cities on West Coast. Designed event posters and marketing assets for over 500 events for artists, venues and promoters.

- Grew company mailing list to 60K+emails in under 2 years via cross-channel campaigns and email marketing.
- Secured partnerships for events with brands such as Jim Beam, Gomper's Gin, Tito's Vodka, Willamette Week, The Stranger, Juniper Hotel and more.

MARKETING MANAGER + DESIGNER / ALHAMBRA THEATRE

June 2012 - Aug. 2015 / Portland, OR

Revitalized the 525 – seat music and event venue, Mt. Tabor Theatre by renaming to Alhambra Theatre and designing brand identity, logos, websites, social media content and press assets.

- Stellar rebranding efforts resulted in an increase of 50% in general sales and 75% in ticket sales.

EDUCATION

MARKETING MANAGEMENT

WESTERN GOVERNORS UNIVERSITY 2017

GRAPHIC DESIGN

PORTLAND COMMUNITY COLLEGE 2012 - 2014

Dean's List 2012-2014