

Gary E. Mullin

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SUMMARY

A Graphic Design & Marketing professional blending over 10 years of experience with proven skills in creativity, adaptability, and forging lasting client relationships. Provides a passion for detail and an uncanny ability to plan, prioritize, and execute.

SKILLS

Adobe: Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, XD, Acrobat Pro, Audition

Web Design and Online Marketing: WordPress, Elementor, SEO Best Practices, Google Analytics, Google Ads,

3D Modeling & Animation: Cinema 4D

Other Skills: Word, Powerpoint, Excel, Photography

Proficient with both Windows and Apple operating systems

EXPERIENCE

FULL-STACK DESIGNER | GEM Design | Since 2010

- Operate as a freelancer focusing on design principles and customer satisfaction.
- Developed an online store for Cicero North Syracuse Northstars to purchase graduating class merchandise.

PROJECT DESIGN DIRECTOR | LP&M Strategic Marketing | Since 2017

- Develop and design marketing initiatives for clients across many industries, including dairy/agriculture, manufacturing, pharmaceutical, food and beverage, entertainment, healthcare, and professional services.
- Independently planned, designed, and executed a campaign for the American Dairy Association directed at primary school educators, students, and parents in the North-East. Included a website that accrued over 10k visits, video production, social media marketing, designed 28 email newsletter campaigns with over 6000 sends leading to an average click rate of 34%, physical activity kit sent through post, print pieces with AR app activated content, and data collection/processing. This success led to another similar sized project from this client.
- Analyze Google Ad and SEO data for clients, preparing custom reports with optimization suggestions quarterly.

MARKETING & GRAPHIC DESIGN ASSOCIATE | Renzi Foodservice | 2016 - 2017

- Pushed Renzi Foodservice through a brand refresh utilizing teamwork and multi-departmental collaboration.
- Assisted with a redesign of RenziFoodservice.com, increasing web traffic and streamlining user experience.
- Designed an e-newsletter system, developed print and web based publications featuring vendors such as Tyson, Hellman's, Rich's, and Kashi, and bolstered social media campaigns, increasing product awareness and sales.
- Developed custom menu designs and helped plan and execute marketing strategies for Renzi customers.

GRAPHIC DESIGNER / MARKETING ASSISTANT | BCA Architects & Engineers | 2016

- Designed, printed, and bound RFPs with the goal of winning bids for new architectural projects as well as producing print, web, and trade show marketing materials.

GRAPHIC DESIGNER / FABRICATOR | Checkpoint Graphics | 2015 - 2016

- Worked closely with clients, providing solutions to very specific design needs.
- Handled many projects simultaneously and prioritized shifting deadlines, maximizing client satisfaction.
- Completed print and fabrication tasks with minimal to no supervision, small and large scale projects, requiring operation of large format printing equipment and software.
- Designed a digital inventory and project management system, increasing organization of office, production, and fabrication staff, ensuring timely project turnaround and accuracy.

GRAPHIC DESIGNER / MARKETING ASSISTANT | Timeless Frames, Décor, & Expressions | 2013 - 2015

- Designed marketing materials and managed Timeless Frames' social media presence and coordinated and designed safety and training videos for production staff.
- Managed online item listings of products sold through Wal-Mart, Macy's, Wayfair, Michael's, and Amazon.
- Utilized skills in photography to photograph and catalog inventory for online product listings.

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN | 2012

Minor in Business Management

State University of New York at Oswego, Oswego, NY

ASSOCIATES IN LIBERAL ARTS | 2010

Jefferson Community College, Watertown, NY

To view my online portfolio, please visit www.garyemulindesign.com