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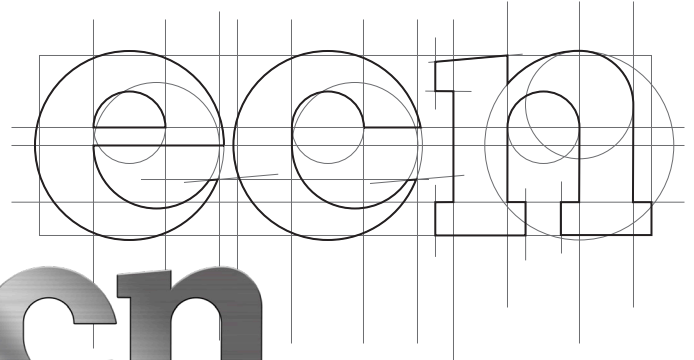
MARKETING & DESIGN
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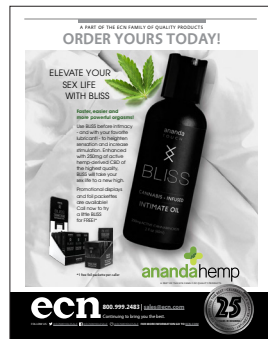
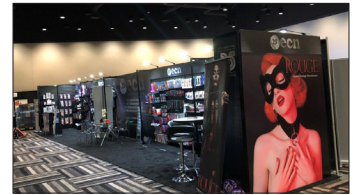
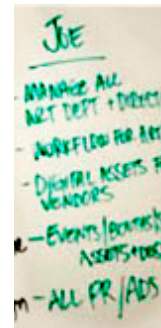
VAN NUYS, CA / JAN 2020 -

PRESENT: Work remotely as the Marketing Director for this distributor to refresh the brand celebrating 25 years in business to include new logo design and an advertising campaign. Lead a team of designers and work with the sales team to develop collateral for a vast catalog of over 200,000 products from more than 250 of the industry's best manufacturers. Working with the manufacturers to create a variety of marketing strategies, from co-op advertising to social media contests, that increase brand awareness, and sales.

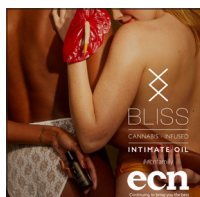
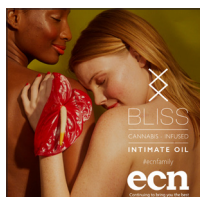
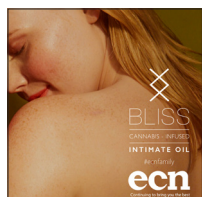
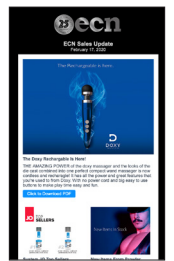
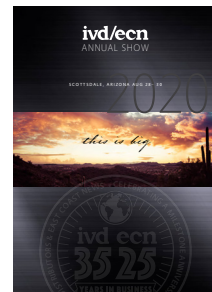


Specific Responsibilities:

- Art direction to include managing the art department and the workflow.
- Work directly with vendors to create digital/print assets to increase sales.
- Event, trade shows, and product education concept, design, and management to produce booths and collateral for both B2B and B2C audiences.
- Develop and generate all PR and Advertising



BRANDING, ADVERTISING, & COLLATERAL: New logo and tag appear on all collateral, events, and communications. Introduced the logo to the public presenting advertisements placed in national trade publications. Developed new co-op advertising that supported our vendors' branding while promoting our new identity. This new identity expanded to include social media, tradeshow booth design, event invitations, educational materials, and more. Communications, e-mails, included both internal and external efforts promoting the marketing department services, supporting sales efforts, and highlighting customer and/or vendor news.



WORK PAUSED DUE TO COVID-19