

Brian Butkowski

Graphic & Web Designer | Marketing Manager
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SUMMARY

Excel at developing and conveying companies' brand essences across print and digital media.

Successful at managing the look of a brand and expanding the brand family, while maintaining its design integrity and message.

Creatively find ways to efficiently accomplish the tasks at hand. Routinely figure out new and better processes.

Collaborate well within teams. Adept at bridging the gap between technical and non-technical minds.

Documented successes increasing:

- Engagement
- Leads
- Revenue

SKILLS

Adobe CC, HTML & CSS, Basic knowledge of JQuery & JavaScript, WordPress, Sitefinity, Joomla & additional Content Management Systems, MailChimp, Constant Contact, multiple CRM Systems, Smartsheet Project Management, Google Analytics / Adwords / Webmaster Tools, and SEO & PPC Principles & implementation.

EDUCATION

UNIVERSITY OF AKRON, Akron, OH
B.F.A. Graphic Design, 5/00

UNIVERSITY OF DAYTON, Dayton, OH
Electrical Engineering, 8/94 - 12/96

ST. EDWARD HIGH SCHOOL,
Lakewood, OH 6/94

EXPERIENCE

FREELANCE GRAPHIC/WEB DESIGNER & MARKETING CONSULTANT

8/00 - Present

Performed a variety of design, marketing, and management tasks, for companies such as WKYC TV, Great Lakes Publishing, GOJO Industries, cleveland.com, Superior Pool Products, Greens to Envy, Pro Edge Pools, Randleman, American Pools & Fountains, North Coast Community Homes, and RAM USA.

RAM USA

Marketing Manager 4/12 – 5/16

Managed all Marketing functions including Campaigns (Direct Mail, Email, Social, SEO, and PPC), Lead Generation, Articles, Trade Shows, and Branding. Additionally, developed, designed, and maintained all creative items, such as the Corporate Identity, Collateral, Promotional Items, Signage, and Website. Assisted in the design of RAM Command, a proprietary roof management web application. Also, created large format Aerial Infrared image mosaics.

PREDICTIVE SERVICE

Graphic Designer/Marketing Manager 4/08 – 4/12

Designed all collateral materials working in both a team environment and individually. Created brand style guides and refined identity system to carry it across all channels. Produced and delivered press releases, newsletters, email, SEO, and PPC campaigns. Created image mosaics, and helped devise better operational processes, for their Aerial Infrared service offering.

RIOS POOLS

Creative Director 11/04 – 4/08

Created Rios Pools' logo and identity system. Designed and developed riospools.com. Implemented all marketing and advertising initiatives including print ads, SEO/PPC campaigns, and sales presentations. Also assisted in the design, layout, and installation of inground pools including the creation of technical drawings and diagrams of yard plot plans.

LITEHOUSE PRODUCTS

Graphic Designer 10/01 - 12/03 / Senior Graphic Designer 12/03 - 8/04

Designed in-store signage, retail packaging, point of purchase displays, newspaper ads, catalogs, and direct mail pieces. Developed and maintained identity systems and performed website updates. Also, designed collateral for the import and wholesale divisions, including the development of a new identity for LHP Wholesale.

NETFORCE DEVELOPMENT

Web Designer 08/00 – 10/01

Designed websites from concept through production collaborating with developers, solved navigation problems, refined identity systems and created collateral materials.