

AARON COX

DIGITAL MARKETING | GRAPHIC DESIGN | TECHNOLOGY

DETAILS

PHONE

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EMAIL

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LINKS

[Graphic Design Portfolio](#)

[Social Media Webinar](#)

[Google Marketing Webinar](#)

[Linked In Profile](#)

SKILLS

Creative Problem Solving

Social Media Management

Copywriting

Project Management

Marketing & Advertising

Microsoft Office

Adobe Creative Suite

Salesforce

Effective Team Leader

Leadership and Teamwork

Strong Communication
and Interpersonal Skills

EDUCATION

Multimedia Certification, College of the Canyons

January 1998 — January 2002

Studies in graphic design,
motion graphics, web design,
interior design, and animation

Collins College of Art and Design

July 1999 — April 2001

Studies in animation, life
drawing, and computer
animation

Pasadena City College

January 1997 — January 1998

Studies in graphic design,
illustration, and fine art

PROFILE

Experienced and energetic Graphic Designer and Marketing Professional with over a decade of experience effectively managing design and marketing projects from conception to completion. Adept in using digital marketing platforms to increase sales and overall company productivity. Expert knowledge in marketing, advertising and brand enhancement. A team-oriented leader who collaborates well with others and is committed to adhering to project guidelines and deadlines.

EMPLOYMENT HISTORY

Digital Marketing Consultant, RevLocal

Santa Clarita

Apr 2021 — Present

- Achieved a 36% increase in closing over the standard sale
- Acquired 72 new clients in the first 11 months with the company
- Generate leads using online and in-person prospecting methods
- Manage leads and accounts in Salesforce, Excel and Google Sheets
- Worked with teams to achieve team and company sales goals
- Present in-person and virtual product demos
- Cold call on leads from Google, Instagram, Facebook and Alignable
- Track personal sales statistics and goals

Chief Technical Officer / Lead Designer, Valencia Naturals

Chatsworth

Sep 2011 — Apr 2021

- Helped reduce company payroll overhead by taking on three key roles
- Reduced printing overhead between 7-10% yearly by negotiated contracts with vendors
- Increased overall production by 67% by implementing systems and technology
- Designed, built and managed websites for the company's 3 brands
- Designed labels, graphics, brochures, trade show displays, packaging and catalogs
- Photographed and maintained image catalog for over 300 product skus
- Managed brand assets including graphics, labels, containers and inventory for 3 brands
- Spearheaded the implementation of Batch Master (ERP Manufacturing Software)
- Attended press checks when required

Motion Graphics Designer, Vin DiBona Productions

Los Angeles

Sep 2010 — Nov 2011

- Kept projects on schedule due to the ability to learn and adapt techniques and tools in a fast-paced environment
- Utilized good eye for composition, framing, and timing to ensure that the visions of the director and designer were carried out through production.
- Created 2D/3D animated graphics for full productions
- Utilized my expert knowledge of After Effects, Illustrator, Photoshop, MacOs, and video formats/codecs to meet tight deadlines and implement last minute changes.