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| Aaron Cox

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| Digital Marketing | Graphic Design | Technology |

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| Details661-803-6021aaron@ecommrev.comLinks[Graphic Design Portfolio](https://www.aarons-art.us)[My Webinar on Social Media](https://santaclaritareviews.com/social-media)[My Webinar on Google Marketing](https://santaclaritareviews.com/improve-google)[Linked In Profile](https://www.linkedin.com/in/aaronsart/)SkillsCreative Problem SolvingSocial Media Management CopywritingProject ManagementMarketing & AdvertisingMicrosoft OfficeAdobe Creative SuiteSalesforceEffective Team LeaderLeadership and TeamworkStrong Communication and Interpersonal SkillsEducationCollege of the Canyons Santa Clarita, CAJanuary 1998 — January 2002Studies in graphic design, motion graphics, web design, interior design, and animationCollins College of Art and Design Tempe, AZJuly 1999 — April 2001Studies in animation, life drawing, and computer animationPasadena City CollegePasadena, CAJanuary 1997 — January 1998Studies in graphic design, illustration, and fine art |

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|  | 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. |

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|  | Employment History |
|  | Digital Marketing Consultant at RevLocal, Santa ClaritaApril 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
* Work with sales 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 at Valencia Naturals, ChatsworthSeptember 2011 — April 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 at Vin DiBona Productions, Los AngelesSeptember 2010 — November 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
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|  | References |
|  | **References available upon request** |

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