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| Aaron Cox   |  | | --- | | Digital Marketing | Graphic Design | Technology | | |
| Details 661-803-6021  [aaron@ecommrev.com](mailto:aaron@ecommrev.com) Links [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/) 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 EducationCollege of the CanyonsSanta Clarita, CA January 1998 — January 2002  Studies in graphic design, motion graphics, web design, interior design, and animation Collins College of Art and Design Tempe, AZ July 1999 — April 2001  Studies in animation, life drawing, and computer animation Pasadena City College Pasadena, CA 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 at RevLocal, Santa Clarita April 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, Chatsworth September 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 Angeles September 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 | |  |  |  |  |  | | --- | --- | --- | --- | |  | | References | | |  | **References available upon request** | | |