ALAN GRIESEMER

EXPERIENCE

DIGITAL MARKETING PROJECT MANAGER
USI Affinity, Philadelphia, PA / Nov 2018 - Present
- Manage the execution of client marketing plans to generate sales and business development opportunities
- Design and implement digital media campaigns to grow sales for top clients
- Coordinate and manage the creation of all digital content, including website, infographics, videos etc.
- Establish re-targeting campaigns to funnel website visitors back to capture lead data
- Regularly track campaign data to improve ROI, KPIs, and channel performance
- Responsible for ad buying and optimization on social media channels
- Develop and oversee the creation of direct mail campaigns
- Collaborate with the sales team to produce unique designs and giveaways for trade shows

DIGITAL MARKETING / GRAPHIC DESIGNER
Athlete Acquisitions, Las Vegas, NV / Dec 2016 - Nov 2018
- Develop and manage digital marketing campaigns, including web, email, and social media
- Create marketing advertisements on social media platforms
- Produce and manage the production of graphic and video content
- Devise strategies to drive online traffic to the company website
- Source out social media influencers and establish partnerships to promote the company through their social media accounts
- Use analytics to optimize the performance of social media content and changing the creative images, copy, or targeting demographics to improve results
- Created an ecommerce website to sell athletic apparel and accessories

CREATIVE DIRECTOR / PRODUCT DEVELOPMENT DIRECTOR
The Original Krazy Straw, Philadelphia, PA / Apr 2003 - Mar 2018
- Led the entire design team in organizing and creating all stages of design for hi-profile clients such as Wal-Mart, Target, CVS, Dollar Tree, and Rite Aid
- Oversee the creation of all graphic design for product packaging, header cards, hang tags, stickers, and point of purchase displays

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⦿ Philadelphia

EDUCATION

THE ART INSTITUE OF PHILADELPHIA
Philadelphia, PA
Graphic Design & Multimedia
Graduated Dec 2000

ADDITIONAL SKILLS

Adobe Creative Suite

Internet Marketing

Social Media Marketing

WordPress

Product Development

Package Design

Project Management

Web Design

Microsoft Office

Google Analytics

Ecommerce

Video Editing and Creation

Print

- Aid the national sales team with the creation of sales materials including catalogs, sales sheets, and digital presentations
- Along with designing the packaging materials I also work first hand with suppliers using these processes, 4 color offset printing, PMS and spot colors, die lines, and flexo graph printing
- Oversee a product life span from concepts to prototypes, mock ups, mold development, and final production goods that can be seen in national retailers
- Assist specialists from outside companies in providing services in creation of our products. Some examples include print houses, mold and machine shops, PMS colorant and additive suppliers, plastic resin manufacturers, and product managers that buy and sell our product line
- Design and maintain the company website to deliver information about the company, sell products through ecommerce, and provide sales tools to retail buyers and independent sales representatives
- Since designing the website in 2003 this site has brought in an additional $300,000 in sales annually
- Assist patent lawyers with design literature to patent the company's products. This includes drawing designs, animations, and 3-D models which are included in final patents from the United States government

GRAPHIC / WEB DESIGNER
aplusstudent.com, Mount Laurel, NJ / Jul 2000 - Jan 2002
- Create online animated tutorials in Adobe Flash to aid students with school lessons
- Work with teachers to take text books and re-created the lessons into fun and eye catching interactive exercises
- Create other learning tools such as an interactive periodic table and educational puzzles
- Working with a high end HTML developer, an infrastructure was created to manage and organize users. This would log there scores on each lesson, grade by grade, so the student would progress through the lesson similar to being in an actual classroom

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