



## digital marketer

I'm a digital marketing expert who thinks of the big picture. I believe in real results with trackable KPIs and ROAS. I'm experienced in leading an agency team and unafraid to dig in and get the job done. I handle clients one-on-one and I am the guy who finds the solution to a problem. My journey from being a graphic designer to web developer to digital marketing manager has given me a full funnel view of the digital landscape.

**Certified in** Google Search, Display, Video, Mobile Sites, Digital Sales, Adwords Mobile, and Analytics.

**Skilled in** Google Ads, Bing Ads, Facebook/Meta Ads, Twitter Ads, Spotify Ads, TikTok Ads, LinkedIn Ads, Snapchat Ads, PhotoShop, InDesign, Illustrator, After Effects, Premiere, Audition, HTML, CSS, Wordpress, WHM, cPanel, Excel, Word, Google Slides, Email Marketing, SEO, Analytics, and Google Tag Manager.

## professional experience

### THE HOMESLICE GROUP

VP of Digital Media  
800.689.7469 Rapid City, SD  
Sept 2013—Present

I lead the digital arm of the HomeSlice Group. It was built from nothing to a total of \$2M+/yr in client digital advertising. I manage our creative and digital placement agency which includes a videographer, digital strategist, web developer, graphic designer, social media manager, and account manager. I do public talks on digital, train our staff on the latest digital trends, manage social media accounts, produce proposals and pitch them to clients, and design video, animation, and static creative.

### BERNARD MARKETING & ADVERTISING

Web Manager & Senior Graphic Artist  
605.716.5696  
Mar 2010—Aug 2013

I built and designed all web aspects including websites, e-blasts, flash presentations, social media, and management of our hosting server. I also designed and oversaw many print items from concept to printing including logos, collateral, publications, advertisements and large format. I also edited all the video and audio for tv, radio spots, and online advertising.

### TDG COMMUNICATIONS

Graphic Designer  
605.722.7111 Deadwood, SD  
Aug 2007—Mar 2010

Designing booklets, guides, ads, collateral, large print formats, mailers, e-blasts, websites, and print production. I spent about half of my time working with web and the other half working with print.

### LAWRENCE COUNTY JOURNAL

Ad Production  
605.642.8822 Spearfish, SD  
Aug—2006—Aug 2007

Responsible for production of advertisements, working with sales representatives, and laying out special sections and publications such as Deadwood Gaming Magazine.

### THE HOMESLICE GROUP

Graphic Artist/Intern  
800.689.7469 Sturgis, SD  
2005—2006

I designed promotional items for the 2006 Sturgis Rally for the Loud American Roadhouse such as banners and flyers. I initially worked with The HomeSlice Group as an intern in the Summer of 2005 creating web elements with the web designer.

## education

### 2007 ASSOCIATE OF APPLIED SCIENCE: MULTIMEDIA, GRAPHIC DESIGN & ILLUSTRATION

Arapahoe Community College  
303.797.4222 Littleton, Colorado

### 2003–2004 STUDIED COMPUTER TECHNOLOGIES

Southeast Technical University  
1.800.247.0789 Sioux Falls, SD

## awards

2011 BHAF Addy for BH Woman Magazine  
2010 BHAF Silver Addy for Judd Hoos Campaign  
2009 BHAF Tommy for Hart Ranch Guide  
2008 BHAF Honorable Mention for Dakota Land Trust logo  
Four pieces accepted into the 2006 Colorado Student Spectrum Show  
Award of Excellence at the 2006 Colorado Student Spectrum Show.

## years of experience

**18** Graphic Design & Agency Work  
**16** Website Design & Social Media Advertising  
**15** SEO, Digital Advertising, Video & Audio Production, Social Media Management, & Server Management