

RYAN WITTSTRUCK

Email: ryanwittstruck@gmail.com

PROFILE

Creative and detail-oriented graphic designer and marketing strategist with over 15 years of combined experience producing compelling design content and driving marketing initiatives. Proficient in various design software with a strong understanding of design and marketing principles. Adept at translating clients' visions into eye-catching content while executing goals, staying budget-focused, and fulfilling deadlines.

WORK EXPERIENCE

2020-CURRENT

Graphic/Web Designer - Marketing Consultant | Contract - Freelance | Remote

- Experience leading re-branding projects, campaign development, and creative asset updates.
- Develop logos and maintain print and digital/web materials, including manuals, social media content, websites, and brochures resulting in improved brand consistency.
- Work closely with clients to understand their design requirements, ensuring satisfaction and enhancing customer loyalty/repeat business.

MARCH 2014-NOVEMBER 2019

Marketing Manager | Spokane Public Facilities District (SPFD) | Spokane, WA

- Managed all marketing initiatives and materials for a large-scale convention venue and performing arts center helping generate millions of dollars of economic impact and increasing event/ticket revenue.
- Responsible for the development and execution of local and national marketing campaigns, content development, and related budgets.
- Led the design of contemporary, responsive websites for both facilities resulting in improved SEO, streamlined UI, and a more intuitive UX.
- Collaboratively worked with local business leaders and industry stakeholders on a city-wide brand council developing a new marketing identity/voice for tourism and convention business (*Spokane - Creative by Nature*).
- Served on the District Management Team, responsible for improving business strategies, systems, and goals.

FEBRUARY 2007-MAY 2011

Marketing Specialist | Trium Security (Win4NET Co Ltd. USA) | Liberty Lake, WA

- Designed, created, and implemented a US market brand identity and guidelines that improved consistency across all materials/products.
- Developed and launched a new website, leading to a 55% increase in website traffic in the first year.
- Authored articles for industry-leading print and online publications (*Security Products No. 509* and *ISC West Trade Show Technology Review*).
- Led trade show marketing operations and design: *International Security Conference and Exhibition (ISC West and East)*, *ASIS International Security Expo*, and *IFSEC Global Security Conference (UK)*.
- Responsible for technical writing of US-based marketing materials, manuals, and software user interfaces while assisting in hardware/software product development.

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Adobe Express
- UI/UX design (Figma, Balsamiq, and Lucidchart)
- Print design/Pre-press layout
- Branding
- Web design (Growth-Driven Design Certification), WordPress
- Marketing strategy
- Logo, brochure, banner, icon, signage, and poster design
- HTML/CSS
- Social media (Hootsuite, Buffer)
- Project management (Airtable, Google)
- Email marketing (Constant Contact, MailChimp, Wishpond)
- Customer satisfaction/survey development (Sogo)
- Public/Media Relations
- Media Buying
- Typography

EDUCATION AND CERTIFICATIONS

Bachelor of Fine Arts: Studio and Graphic Foundation

The University of Puget Sound | Tacoma, WA

Certificate: Growth-Driven Design

Hubspot Academy | Online | 2023

Certificate: Foundations of Digital Marketing and E-commerce

Google | Online | 2023

PORTFOLIOS, PROFILES AND WEBSITES

- Online Portfolio: <https://www.stones2stars.com>
- LinkedIn Profile: <https://www.linkedin.com/in/ryanwittstruck/>