

# BRAD BURLESON

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## EDUCATION

**Appalachian State University – Boone, NC**

Industrial Design w/ Minor: History, May 1997

Honors: Dean's List - Fall 1996, Spring 1997

**Aims Community College – Greeley, CO**

Graphic Design/Prepress Certification, May 2006

Honors: President's List - Fall 2005, Spring 2006

## EXPERIENCE

### **Marketing & E-Commerce Manager/Graphic & Web Designer**

**Enerhealth Botanicals – Longmont, CO. July 2016 – Present.**

Enerhealth Botanicals is a manufacturer of health & dietary supplements located in Longmont, CO. Their product lines include food items such as Enerfood superfood drink powder, Cocoa Mojo organic cocoa, Nutricafé Organic immune supporting coffee, coconut milk powder, & vegan protein powders. Their health supplement items include herbal tinctures and blends that are carried by national and regional chains such as Natural Grocers, Alfalfa's, and Lucky's. Enerhealth manufactures all of their products in an FDA approved laboratory on-site. The fair-trade, organic coffee is also roasted in house.

My responsibilities include all product photography, designing email blasts each week which highlight new products or sales on existing products, creating print advertising, and designing all product packaging. I manage all print jobs for all materials, from collateral like business cards, to trade show backdrops and banners, to sourcing and printing packaging for products like labels, boxes and reseal able bags. All social media content, targeted ads, and re-marketing are also my responsibility. Utilizing Hootsuite & Gramblr I create and schedule all social media content for Twitter, Facebook, and Instagram. I coordinate social media advertising with our current new product offerings as well as sales and other promotions.

Since beginning work at Enerhealth, I created a website ([www.nutricafenow.com](http://www.nutricafenow.com)) to support a nationally appearing TV commercial (As Seen On TV) about the Nutricafé Coffee brand which begins airing in mid-November. In addition, I helped to develop the content for the commercial. I am also in charge of promoting a monthly "Coffee Club", a coffee subscription service in which members receive shipments of fresh coffee every month. I completely developed all aspects of the new website, as well as researching and implementing a recurring billing service called Paywhirl, which we use for our Coffee Club subscription.

### **Graphic Designer/Product Photographer**

**AFG Distribution – Asheville, NC. March 2014 – May 2016.**

Primary duties included designing promotional materials for all the companies under the AFG umbrella, which includes the nationally known brands Buck Naked eCigs and Pulsar Vaporizers. These materials included product packaging, product sell-sheets, advertisements, and weekly web email advertising. I was responsible for taking high-quality product photographs for all of AFG's product lines. I would then edit, color-correct, and prepare the photos for use in both print and web. I also helped develop and maintain the company asset library, as well as our online library which provides high quality product images to the companies who sell AFG's products.

### **Owner/Lead Designer**

**Hub Industries Design Studio – Asheville, NC. January 2006 – Present. Full time from April 2012 – March 2014.**

I founded Hub Industries (formerly Divergent Design) while living in Colorado in 2006. It has not only served as a source of income, but also as a vehicle for my personal creative output. Over the years I have worked with a diverse array of clients creating logos, print advertising, brochures & catalogs, business cards, letterhead & other collateral materials. I have built multiple websites using hand coding, Joomla & Wordpress CMS platforms. I also like to create a variety of screen printed products from my in-house print studio.

## **Marketing Manager/Graphic Designer/Online Retail Operations Manager/Webmaster**

**MBM Brakes, Steering, & Suspension – Asheville, NC. October 2008 – April 2012.**

In charge of all design and layout duties relating to both MBM and Pirate Jack, which is the retail arm of MBM. Including: National Print Advertising, Dealer Packets, Packaging and POP materials, Catalogs, Stickers, Banners and much more. I made all decisions regarding web development for MBM and Pirate Jack, and designed and coded both sites using the Joomla CMS platform. My duties also included basic IT Support for the entire company (25 employees) and managing the day-to-day operations of the Pirate Jack retail web site and eBay store. Under my direction Pirate Jack went from losing money to making a profit.

## **SKILLS**

### **Transferable & Adaptive Skills:**

Graphic Design, Web Design, Print Production, Catalog Design & Layout, Product Photography, Design of Packaging, POP and Promotional Materials, Logo and Identity Development, Screen Printing, Product Photography, Audio & Video Production, Inventory Management & Control, Personnel Management, Project Management, Customer Service. Resourceful problem solver who can think outside the box. Excellent Multitasker with a strong work ethic.

### **Software Skills:**

Creative Suite 3,4,5, CC (Illustrator, Photoshop, Indesign, Flash, Dreamweaver) in both PC and Mac environments, Quark 4.0 - 6.1, Adobe Acrobat, Microsoft Office. Extensis Suitcase, Transmit FTP, Audacity Audio Editor, iMovie, Final Cut. Proficient in Mac OSX and Microsoft Windows operating systems. HTML and CSS web languages. Wordpress and Joomla Content Management Systems, Google Analytics, Google Adwords, Basic Networking and I.T. Support.