

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

Production Artist/Graphic Designer/Color Specialist

Active Interest Media – Boulder, CO. February 2017 – Present.

Active Interest Media is a magazine publisher of lifestyle publications located in Boulder, CO. Their catalog of over 30 publications includes award-winning magazines like Climbing, Backpacker, Ski, Yoga Journal, American Cowboy, Healthy Eating, and many more.

My responsibilities include color correction of all photos in my group, pre-flighting materials provided by advertisers, final-assembly and pre-flight of publications to ensure they conform with accepted formats for press, converting print materials for proper display on a variety of e-reading devices and different web services. and creating back of book advertising for both print and online publications.

Marketing & E-Commerce Manager/Graphic & Web Designer

Enerhealth Botanicals – Longmont, CO. July 2016 – February 2017.

Enerhealth Botanicals is a manufacturer of health & dietary supplements located in Longmont, CO. Their product lines include healthy foods & nutritional supplement items that are carried by national and regional chains such as Natural Grocers, Alfalfa's, and Lucky's. Products include organic coffee, hemp food products, green superfood powders, and a wide variety of nutritional supplements.

My responsibilities included all product photography, designing email blasts each week which highlighted new products & sales on existing products, creating print advertising, and design of all product packaging. I also managed all print jobs, from collateral like business cards, to trade show backdrops and banners, to sourcing and printing packaging for products like labels, boxes and resealable bags. It was also my responsibility to manage social media content, targeted ads, and re-marketing efforts. Utilizing Hootsuite & Gramblr I created and scheduled social media content for Twitter, Facebook, and Instagram. I coordinated social media advertising with new product offerings as well as sales and other promotions.

I completely developed all aspects of the website www.nutricafenow.com, which was launched to support a TV commercial we produced to promote the Nutricafé Coffee brand. This commercial aired in major cities across the US. I also helped create a monthly "Coffee Club" coffee subscription service in which members received shipments of fresh coffee every month.

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.

Designer/Layout/Production

Winterberry Press - Asheville, NC. October 2006 - May 2008.

Design and layout of children's educational materials as well as text-books for adults. This included creating artwork which helped to illustrate the basic ideas of the material in a manner which was easier for younger children to understand. Duties also included typography and first level copy editing and preparing the materials to go to internal editing. After editing I was responsible for making sure all files were prepared correctly for press. I also was responsible for typesetting & layout of large monographs and textbooks. In addition I helped with the creation of identity and promotional materials for Winterberry Press.

SKILLS

Transferable & Adaptive Skills:

Graphic Design, Web Design, Print Production, Catalog Design & Layout, Product Photography, Color Correction, 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 & App 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, Pitstop Preflight, Microsoft Office. Extensis Suitcase, Fontbook, Transmit FTP, Adobe Sound Booth, Audacity, iMovie, Final Cut. Proficient in Mac OSX and Microsoft Windows operating systems. Working familiarity with HTML and CSS web languages. Wordpress and Joomla Content Management Systems, WooCommerce, Magento, Google Analytics, Google Adwords, Hootsuite, Gramblr, Facebook Ads, Basic Networking and I.T. Support.