REID NEESER

GRAPHIC DESIGNER | ARTIST | DIVERGENT THINKER

CONTACT

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LinkedIn | Let's Connect

My Portfolio | Visit My Website

EDUCATION

University of St. Thomas, St. Paul, MN
Marketing and Studio Art
2016 - 2020

CERTIFICATIONS

HubSpot Academy
- Inbound Marketing
- Social Media
- Email Marketing

Coursera
- Visual Elements of User Interface Design

PROFESSIONAL STATEMENT

Creative and results-driven designer with a passion for crafting immersive and visually appealing digital experiences. Leveraging a background in Marketing and Studio Art, I specialize in bridging analytics and creative ideas to deliver digital strategies and aesthetic designs that elevate brand presence and engagement.

WORK EXPERIENCE

Creative Designer | Br8kthru Consulting
October 2022 - Current

- Lead rebranding projects by conducting design audits, creating mood boards, and implementing creative solutions.
- Drive UX/UI design initiatives, including full site wireframes, UI designs, and landing page creations.
- Develop graphics and edit photography for articles, social posts, webpages, and business collateral.
- Provide visual and creative direction for diverse projects.

Creative Content Producer | Br8kthru Consulting
March 2021 - October 2022

- Designed, formatted, and implemented visual elements for client campaigns.
- Executed UX/UI design for various clients, from full site refreshes to navigation and webpage updates.
- Developed, edited, and published content for digital platforms, including websites, email marketing campaigns, ad campaigns, social media posts, whitepapers, etc.

Marketing Intern | Media Garcia
June 2020 - September 2020

- Analyzed marketing data using SEMrush and devised strategies for campaigns.
- Executed campaigns and analyzed results through HubSpot.
- Contributed to website development and optimization.
- Crafted social media and blog posts and implemented marketing and sales automation.

SKILLS

Design Tools | Figma, Adobe Creative Suite, Sketch, InVision
Web Development | WordPress, Squarespace, Concrete CMS
Project Management | Jira