

MIKE BROWN

Graphic Designer & Creative Director

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PROFESSIONAL SUMMARY

Highly efficient, detail-oriented, innovative, and adaptable Graphic Designer & Creative Director accomplished in developing consumer-friendly branding direction & marketing strategy. Leveraging over 15 years' experience with a focus on initiating & implementing exciting multimedia opportunities to brand and promote companies for creative expansion, developing impactful, cohesive, and recognizable brands. Proven leadership and oversight of highly effective teams in producing superior branding deliverables and results. Seeking a collaborative team to develop engaging brand stories with through purposeful, seamless visuals that foster connection.

SKILLS

- Adobe Creative Cloud
- Microsoft Suite
- Typography
- Print Design
- Email Marketing
- Social Media Marketing
- Project Management
- Video & Audio Editing
- Design Leadership

EXPERIENCE

Graphic Designer → Creative Lead/Marketplace Operations | Keto Chow **2022 - Present**

- Designing and implementing compelling content and graphic assets, from product visuals to storefront layouts, to maintain cohesive branding through various digital and print mediums
- Significantly increased click-through rates and cost-per-purchase via social media programs and initiatives

Creative Director | MidasIQ (formerly Taxbot) **2014 - 2021**

- Increased social media visibility by over 300% through innovative brand management for a busy start-up
- Organized and managed company blog, increasing SEO reach and customer engagement by over 800%
- Developed and designed rebranding campaign from Taxbot → MidasIQ: creating new logo, redesigning UX/UI for smartphone app, and establishing an online learning community
- Produced, edited, and designed for "The Profit Junkie Podcast" and its promotional videos

Web Designer | Basic Research **2013 - 2014**

- Redeveloped MyFreeDiet.com website, app, and email communications for a bolder, responsive look, based on web trends, technology changes, and style improvements, to improve usability and appearance
- Prepared website low-fidelity wireframes and high-fidelity mockups for developers and project managers

Creative Director | Fringe Media **2011 - 2012**

- Initiated web design changes for a more focused, consumer-friendly UX/UI experience
- Redesigning email campaigns for brand continuity across marketing platforms, increasing click-throughs from 7% to 29%
- Oversaw creative designs for on-site, email-based, and online advertising strategies

Marketing Manager | Red Rock Brewing Company **2009 - 2011**

- Developed a more user-friendly company website interface, increasing page views by over 400%
- Optimized and refocused corporate marketing to be more brewery-centric by creating "The Book of Brew" and adding brew pairings to the menu to promote sales, making Red Rock stand out among competitors
- Established online presence through social media initiatives on Facebook, Twitter, Yelp, and YouTube
- Created and developed Red Rock Rewards customer loyalty program

EDUCATION & CERTIFICATIONS

Almeda University (Work Experience) | Bachelor of Business Administration: Marketing
DigitalMarketer | Certified Email Marketing Specialist + Certified Customer Value Optimization Specialist