

Adrian Beuses

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Experience

Senior Graphic Designer | Orlando, FL / Jul 2014 -Jan 2019

- Responsible for all designs assets of e-commerce company both in Web and Print. Effectively executing transmedia initiative and marketing for 5-7 million dollar national company.
- Managed Social Media platforms and execution guidelines for internal team. Lead to increase sales through direct link to 41.4% of promoted items in Jet, Amazon, Dick's Sporting Goods, Walmart, and Zulily.
- Created internal studio to accelerate the speed and turnaround of projects. Campaign and media assets reduced from 15 days to 3 days and reduced budgeted from \$80,000 to \$5,000.

"Adrian is one of the most talented and creative team members I've had the pleasure of working with. His design, creativity and professionalism brings so much value to our company." - Kinsey Harris / E-Commerce COO

Graphic Designer - GQBrands | West Palm Beach, FL / May 2013 -Aug 2014

- Created campaign and branding initiative to attract new customers and vendors to our products. Acceptance rate for new products increase by 30%. Purchase rate in E-Commerce affiliate sites increase by 13%.
- In charge of product photography and model research. Helped team in post-production, color correction, and image re-touching of seasonal products.

Digital Marketing Manager - Appleton Creative | Maitland, FL / Jan-Feb 2019

- Setup, ran and administered paid display and search advertising campaigns in accordance client goals and budgets.
- Provide recommendations and execute strategies for content development in coordination with SEO goals.
- Administered search engine programs (Google Analytics, XML Sitemaps, Webmaster Tools, etc.) for purposes of diagnostic reporting on client projects.

Creative Director - Adrimedia Design | Orlando, FL / Jun 2017 -Feb 2019

- Freelance designer and business owner of Adrimedia Design. Created Branding and Marketing initiatives for local and national businesses.

"Adrimedia is by far the best I worked with. Their skills, production, adherence to timeliness and communication are superb." - Adnan Younes / CFO

Awards and Recognition

- 2013 - Received FTA Flexographic Award in excellence in innovation packaging
- 2012 - Art Pulse - South Florida Magazine Featured Artist
- 2011 - Juror's Choice - Best of Gallery Exhibition
- 2009 - Best Portfolio Scholarship - Top 10 Applicants

Education

BFA Graphic Design

2009-2014

Florida Atlantic University
Boca Raton, FL

Certifications

SemRush Certified

January 2019

Yoast Certified

January 2019

Skills

- Adobe Suite CC Proficient
 - Photoshop CC
 - Illustrator CC
 - InDesign CC
 - Premiere Pro C
 - Adobe Acrobat Pro
- Microsoft Office Proficient
 - Excel
 - Word
 - Power Point
- Wordpress Website Designer
- SEO, SEM, & SMO
- PPC Marketing
- E-Commerce
- Industrial Designer
- Product Photography
- Bilingual: English & Spanish

References

Kinsey Harris

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