



# BRAD KREWSON

GRAPHIC DESIGNER

## ABOUT ME

Experienced graphic designer with a strong background in marketing

Strong digital content developer with experience in SEO creation and digital campaign implementation

Capable web designer versed in HTML5, XML, CSS3, JavaScript, jQuery, Python, PHP, Dreamweaver, Drupal and WordPress

Highly organized administrative professional proficient in all Microsoft Office products (Word, Excel, PowerPoint and Publisher) and Adobe Creative Suite (Acrobat, Photoshop, Illustrator, InDesign, Premiere and Dreamweaver)

## CONTACT

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## EXPERIENCE

**MARKETING MANAGER / 2021-PRESENT**  
DAVIDSON HOMES

Develops, including conceptualizing and copywriting, the digital and print collateral, as well as maintaining community signage, graphic assets and back end web development

Coordinates marketing campaigns, including copywriting and web coding compatible eBlasts for each marketing effort, as well as sales processes in LASSO, the company's CRM system

Spearheads the community marketing efforts, including social media, and develops and plans events across the metro Atlanta area for active communities and corporate offices

**MARKETING MANAGER / 2019-2021**  
CENTURY COMPLETE

Conceptualized, created, which required writing copy, and managed the digital collateral and graphic assets for digital, web and printed materials in accordance to the company's business model, focusing on direct internet-based transactions

Implemented marketing campaigns and trained and managed the team on the processes of Sales Simplicity and LASSO, the CRM systems used for direct marketing efforts aimed at the sales lead funnel

Developed the content, deployed with Hootsuite and managed the interactions on all social media platforms to ensure the positivity of our digital presence

**GRAPHIC AND WEB DESIGNER / 2019-2019**  
POREX

Built and managed the digital assets for use on digital and print collateral, including written, photographic and video content

Implemented SEO and brand building campaigns through blogs, webinars, eBlasts, feature landing pages, including the launch of a new website using Drupal

Designed and wrote marketing, sales and training materials, including tech briefs and brochures, for use in domestic and international markets

## EXPERIENCE

### GRAPHIC DESIGNER / 2016 -2017 | 2018-2018 CENTURY COMMUNITIES

Created, managed and updated content, both graphic and written, for use in digital and print formats, including the creation of community logos, digital ads and landing pages for re-targeting efforts

Coordinated, supported and developed marketing campaigns, community-specific events and closing materials for 43 developing communities across metro Atlanta

Managed and repaired website upgraded from WordPress to a custom CMS, ensuring the accuracy of the sites information and integrity

### DIGITAL MARKETING MANAGER / 2017-2018 UNITEDLEX

Formatted and distributed digital and print sales and marketing collateral, adhering to strict marketing guidelines for the various business decks for a global sales force in seven countries

Sustained and managed the back end of multiple websites developed in different CMS and employing different coding languages, including Drupal, javaScript, jQuery, HTML, CSS and basic PHP

Coded and developed graphic and written content for multi-tiered marketing campaigns, including automated emails, landing pages and forms launched through the Marketo platform

## EDUCATION

### BFA / GRAPHIC DESIGN

THE ART INSTITUTE OF ATLANTA — 3.8 GPA

### CERTIFICATE OF COMPLETION / MODERN STANDARD ARABIC

DEFENSE LANGUAGE INSTITUTE — MONTEREY, CA

## SOFTWARE

ACROBAT	████	████	████	████	████
INDESIGN	████	████	████	████	████
PHOTOSHOP	████	████	████	████	████
ILLUSTRATOR	████	████	████	████	████
DREAMWEAVER	████	████	████		
PREMIERE	████	████			
WORD	████	████	████	████	████
EXCEL	████	████	████	████	████
POWERPOINT	████	████	████	████	████

## REFERENCES

**BOB SEEMAN /**  
VP OF SALES, NEW HOMES  
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**ALLISON COX /**  
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**LAURA VAN LEUVEN /**  
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