

AARON FINLEY

SUMMARY

Creative marketing professional specializing in traditional and interactive communication. Background in graphic design and art direction. Now focused on E-Commerce business development and setting corporate marketing strategies. Strengths include project planning, time management, public speaking, facilitating business negotiations, persuasive writing and team building.

EXPERIENCE

Online Marketing

September 2008 to Present

Living Direct, Inc.—Online Retailer

Overseeing the Search Engine Optimization (SEO) and Affiliate Marketing Programs. Responsible for traffic, revenue, and profitability metrics for these channels. Working across departments to implement design and site architecture enhancements for increased visibility and better user experience. Reporting to VP of Marketing and Business Development. Promoted from Category Marketing Manager.

Account Executive

June 2007 to September 2008

Apogee Search—online marketing agency

Responsible for discovering, qualifying and closing new business opportunities. Consulted with C-level executives and marketing professionals to define their business growth goals and recommend appropriate search engine marketing solutions. Managed the lead-to-order process through Salesforce.com CRM. Coordinated with project managers post-sale to ensure timelines and deliverables stayed in synch with customer expectations. Generated information required by internal departments including strategic project plans, creative briefs and statements of work. Lead client meetings and delivered formal business partner presentations. Directed the internal marketing department in the development of collateral that better supported the sales team. Helped hire and train new Account Executives.

Graphic Designer

2005 to 2007

DeLaune and Associates—advertising, marketing and public relations agency

Designed award-winning advertising, brand collateral and interactive projects for clients ranging from Fortune 100 companies to startups. Worked with Art Directors, Copywriters, Account Managers and outside vendors to successfully execute marketing plans for clients (e.g. print, online, broadcast, direct response, email newsletters, PR). Ensured all digital files were camera ready. Developed and helped sell a Search Engine Optimization and Paid Search service offering for the firm. Promoted from Production Artist.

Graphic Designer

2004 to 2005

CM IT Solutions—IT services franchisor

Managed an integrated look-and-feel for the company including corporate colors, fonts and fundamental stylebook guidelines. Provided on-demand graphic design support to the network of 100+ franchise owners. Produced a library of easily customizable design templates that streamlined the franchisee ad request process and reduced turnaround time. Oversaw the development of new print advertising, marketing brochures, logos, direct mail, e-newsletters, banner ads, trade show exhibits and the corporate Web site.

Production Artist

2003 to 2004

Pie Labs—digital media company

Illustrated activity pages for children and converted the pages into printable PDF files for the Web. Designed the album artwork, disk inserts and accompanying parent guides for the CD, *A BIG Taste of Pie*. Generated the characters and backgrounds for an animated series concept for children and storyboarded the first full-length script.

Art Department Assistant

1999 to 2000

CMA: Brand Presence and Design—design firm specializing in retail packaging and signage

Assisted the team of graphic designers in their day-to-day operations. Regular duties included researching stock photography, maintaining archives and creating comps for client presentations. Served accounts such as Coca-Cola, Texaco and Mission Foods.

EDUCATION

The University of Texas at Austin

2000 to 2004

Bachelor of Science, *Advertising*

Bachelor of Arts, *Studio Art*

Universidad de Cadiz, Spain

Summer 2003

Spanish language intensive study program

Certifications

- *Adobe Certified Expert*—passed a rigorous examination to certify advanced proficiency with Adobe® design software
- *Toastmasters*—currently pursuing communication certifications as an active member of this public speaking club

SPECIALTIES

SEO, Paid Search and Social Media from a strategic and tactical level. Building and maintaining Web sites using HTML, CSS, Flash, JavaScript, and CMS systems. Web analytics and conversion tracking methods. Graphic design software: Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Flash and PowerPoint. Email marketing tools. Maintaining customer records using Salesforce.com.