

BRENDAN POTASH

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Marketing Communications Specialist

I am a senior Art Director and Graphic Designer with marketing and advertising agency experience. Previous roles I've also fulfilled include Marketing Manager, Creative Director, Project Manager and Marketing Communications Manager for both national and regional companies.

With methodical processes, I've created multiple strategic online and print promotions for integrated inbound and outbound marketing campaigns. Managing multiple concurrent projects, I foster ownership and excellence from creative staff within deadlines and budgets. My emphasis on relationship building includes, clients, operations leaders, sales, creative content staff and vendors.

DESIGN PRODUCTS

- Full e-commerce product and services websites
- Corporate design, updating and managing branding
- Email campaigns and landing pages
- Sales materials - product catalogs, leave behinds, etc
- Mobile app design, interactive UX testing
- Environmental design and architectural signage
- Product packaging and dimensional displays
- Tradeshow displays and collateral

SKILLS

- Content strategy and creation
- UX Storyboarding and testing
- SEO and ad copywriting
- WordPress website design
- Information Architecture
- Data visualization and info-graphics
- Print design in all mediums
- Persona specification / Definitions Testing
- Screening / Product User Driven Prototyping
- Branding management and logo creation
- Complex project management
- Photo illustrations and mockups
- Typography and color control
- Video scripting and storyboarding
- Press release copywriting / scheduling
- Commercial vector artwork creation

TECHNOLOGY

- Adobe Photoshop • Adobe Illustrator • Adobe XD • Adobe InDesign • Adobe Premiere • Adobe AfterEffects • SAI Flexi • Elementor • WordPress • Trello • Salesforce • Sharepoint • PowerPoint • Project • Excel • Outlook • PR Newswire •

PROFESSIONAL EXPERIENCE

Visual Marketing Consultant / Graphic Designer

Freelance, Media PA 2/2018 – Present

Freelance marketing consultant and visual designer creating web content, email marketing, print collateral, branding and visual marketing.

Marketing Communications Manager

Abacus Automation, Bennington VT 8/2017 – 8/2018

B2B Marketing Management and Communications Designer selling custom manufacturing automation and robotics. Created annual brand awareness marketing strategy and fulfillment schedule. Designing, writing and producing online and print marketing materials using outbound and inbound strategies.

- Designing, writing and producing new brand awareness site <http://www.AbacusAutomation.com>
- Creating email campaigns, blog postings, white papers and sales materials
- Art directed and produced product photography and videos including SEO meta-tagging
- Writing product and process focused content including White Papers, blogs, articles and marketing content

Freelance Marketing Consultant

dba Meemo Design Williamstown MA 3/2017- 8/2017

Freelance consultant of UX Design, graphic design and content strategy for small business marketing.

- Designed CMS framework websites for local real estate businesses
- Wire-framed, designed and prototyped consumer shopping mobile app [DealBing]

Marketing Manager

OC White Co., Thorndike MA 11/2015 – 2/2017

B2B Marketing Manager creating inbound and outbound marketing brand awareness campaign for online and print. Delivered positive national product and brand awareness resulting in 15% revenue increase in first year.

- Designed, wrote and updated new brand awareness Magento framed website <http://www.ocwhite.com>
- Designed, art directed, wrote and produced several product catalogs for broadcast and manufacturing markets
- Created market focused email campaigns, blog postings, white papers and numerous sales print materials
- Art directed and produced complete product photo-shoot for new and legacy products including SEO meta-tagging
- Writing product and brand focused content including White Papers, blogs, articles and marketing content
- Storyboarded and wrote product videos with extended narrative style.

Marketing Consultant

Meemo Design Williamstown MA 7/2002- 8/2015

Freelance consultant of marketing, merchandising, UX Design, graphic design and content strategy for small business marketing.

- Designed and produced CMS framework e-commerce websites for local resorts, real estate and various small businesses
- Designed and produced numerous print and email outreach promotions for various small businesses

Marketing Manager

SafetyandSupply.com Seattle, WA 2/2000 – 6/2002

Produced B2B e-commerce and marketing program for industrial safety equipment distributor (now Mallory Safety & Supply). Revitalized brand awareness. Streamlined ordering and resupply process. Produced very high customer retention and 30% revenue growth.

- Account centered marketing innovations including smart inventory shopping basket reorder reminder and salesman alerts based on ordering history matrix
- Developed content and merchandising strategy, focused on product group transaction rate
- Produced regional level B2B and consumer print publication advertising campaigns
- Produced B2B corporate multimedia sales presentations and collateral materials
- Designed all print marketing collateral and catalogs completely with co-op dollar support

Creative Director / User Experience Specialist

MyLackey.com Seattle, WA 4/1999 – 1/2000

Produced B2C highly targeted domestic services e-commerce website using UX centered process as core of national campaign in four major US cities (Seattle, Los Angeles, Washington DC and Miami). Delivered 300% growth in 8 months.

- Developed content and merchandising strategy, focused at demographic customer profiles
- Created B2C loyalty programs integrating email, direct mail and transit advertising QR Code coupon programs
- Designed and conducted focus group testing, ranging from card sorting models to focus group mockups
- Analyzed testing results data for product refinement
- Leveraged whimsical brand for national consumer urban target audience; infusing humor and user friendliness into interface and functionality for ease of use
- Managed and trained creative team staff
- Produced national level B2C and consumer print publication advertising campaigns
- Produced B2B corporate multimedia sales and venture capital investor presentations and collateral materials

Creative Director / Interactive Designer

iCopyright.com Kent, WA 2/1998 – 3/1999

Designed and produced B2B e-commerce site and SaaS product for online content publishing licensing and automated branded reprints.

- Managed branding of national online publications ranging from national news journals (including Wall Street Journal, Los Angeles Times, Miami Herald, Washington Post) to Condé Nast magazines.
- Co-developed PDF/EPS reprint SaaS product with postscript specialist
- Created internal marketing programs to new clients and upsell value added programs to existing clients
- UX and UI design of ecommerce micro-payment site and integrated SaaS reprint product working closely with development team
- Designed and conducted User Experience testing for SaaS reprint product
- Designed B2B multimedia sales presentations, web and print advertising campaigns and collateral materials

- Venture capital investor multimedia presentations and collateral materials
- Designed advertising campaigns for B2B national publications
- Produced B2B tradeshow displays and event marketing print collateral
- Produced multimedia corporate sales presentations and print marketing collateral

Interactive Multimedia & Intranet Consultant

Boeing Center for Leadership & Learning Renton, WA 4/1997 –2/1998

Recruited as UX consultant for 3-D Interactive Walk-Through technologies and as User Experience leader for key Boeing management interactive training initiatives during McDonnell Douglas merger. Also filled in as guest creative director role for intranet management development magazine.

- Wireframed, storyboarded and prototyped a MVP (minimum viable product) for user sample testing.
- Produced a 30 node, VR 3D walkthrough website of new Boeing Leadership Center facility. Innovated streaming videos within Virtual Reality image cylinders to bring recorded presentations and interactive content to users within the VR Tour.
- Wireframed, storyboarded and prototyped multi-media distance-learning White-Board Meeting Space as innovation in corporate management development.
- Wrote best practices for web and interactive media and new media initiatives creating white papers and process diagrams
- Provided editorial and creative direction of writers, illustrators and developers for Boeing management e-zine
- Initiated the use of interactive editorial cover illustrations for intranet management e-zine

Art Director / Senior Multimedia Producer

Parallel Communications Redmond, WA 5/1996 –3/1997

Interactive Multimedia producer of web and presentation products for national and global target audiences.

- Produced award winning interactive Multi-Media presentation for Unisys Global corporate program sales presentations on it's Y2K mitigation services
- Content strategized, wire-framed, storyboarded and prototyped interactive sales tool for global presentation
- Helped pioneer innovative CRM for automating sales contact and job/services tracking
- Designed simplified testing and surveys for regional sales data gathering.

Interactive Multimedia Producer / Interactive Designer

Meredith Publishing / Better Homes & Gardens Seattle, WA 8/1994 –2/1996

Produced, designed and content strategized interactive multimedia consumer product CD-ROM titles for national audiences

- Designed and produced interactive home improvement interactive products for Better Homes & Gardens
- Prototyped and tested with usability and advertising integration feasibility using focal groups
- Designed and produced early multimedia/web hybrid advertisements, branded to seamlessly match national print advertisement campaigns for *General Electric Appliances, Thomasville Furniture and Ford Trucks*
- Created first email based B2C loyalty coupon program in conjunction with Better Homes & Gardens
- Designed and produce branded web interfaces within corporate websites as website entry portals
- Coordinated with BBDO Advertising and Meredith Corp management to integrate web and multi-media ads with national promotional contests.

Freelance Art Director and Interactive Designer

Multiple Corporate and Software Clients Seattle, WA 6/1990 –8/1994

Freelanced for advertising agencies and software companies in Seattle. Clients included:

- Aldus / Interactive animated How To plug-in demonstrations for PageMaker
- Microsoft / UX and interface components for Windows
- Premiered targeted demographic website Microsoft Seniors

Instructor Art History & Fine Arts

Darrow School, New Lebanon, NY 6/1989 –6/1990

Instructor of Art History and Fine Arts at well known boarding school in upstate New York.

Marketing Director

Pacific Coast Feather Company *Seattle, WA 3/1985–6/1989*

Marketing director for in-house marketing department of retail domestics manufacturer. Dramatic annual 35% growth over five years. Created national marketing campaigns including packaging, point of sale promotions & boutiques displays and national advertising for account based marketing goals.

Freelance Art Director / Graphic Designer

Multi-Agency Clients *Seattle, WA 6/1982–2/1985*

Freelance agency designer and art director on national advertising accounts

Education: Attended University of Massachusetts, Amherst MA 1977-1979 / Zoology, Macro Economics

Attended The Evergreen State College, Olympia, WA 1980-1982 / Fine Arts, Graphic Design

Awards: New York Art Director's Award, Northwest Addy Awards, Seattle Design Association Awards

Founding Member: Kiwanis International, Media Area Kiwanis, Media PA

Media Borough Free Store Volunteer