

3221 Soft Water Lake Dr NE  
Suite 301  
Grand Rapids, MI 49525

# Rob Reed

Reedesign.org  
design.rob.reed@gmail.com  
(269) 408-6888

## Summary

I am a professional Multimedia Specialist and Marketing Operations Manager. I have both a Bachelors in Applied Science through the Digital Animation and Game Design program from Ferris State University and an Associates of Applied Science from Northwestern Michigan College from their Visual Communications program. I am an ambitious self-starting individual with strong work ethic and experience working in both at home and in-office environments.

## Experience

### **Marketing & Multimedia (2023-Current) Thermal-Tec**

In my role at Thermal-Tec I fulfill diverse functions across several key domains to achieve our marketing goals. I act as a leader in our marketing department by undertaking hiring efforts, devising marketing strategies and projects, managing our budget, coordinating teams, and coordinating with vendors. I've driven brand education by developing our Brand Book, overseeing content generation, and ensuring adherence to quality assurance guidelines. My technical proficiency has led to new choices in software, including updating our CRM and adoption of Generative AI, while my acumen with legal jargon has ensured regulatory compliance and provided stronger messaging. I manage procurement of materials, mailers, and supplies, and coordinate meetings, conferences, and awards applications. I personally contribute to graphic and web design, SEO, UI/UX design, video production, editing, animation, and audio production, and our social media presence.

### **Freelance Art & Graphic Design (2013-Current) Wonderment**

In my capacity as a versatile design consultant, I cater to the diverse needs of a client base ranging from small businesses and startups to major corporations. I stay attuned to prevailing design trends and user experience principles, ensuring informed guidance for clients. This involves crafting comprehensive brand identity packages, encompassing logos, websites, business collateral, and signage. I actively incorporate client feedback into the design process, delivering tailored results. Additionally, I orchestrate digital advertising campaigns across various social media platforms, manage SEO, and execute SEM initiatives. My client-centric approach includes transparent communication and clear task management procedures. I adeptly produce project documentation, including one sheets, design documents, and pitch materials, drawing from my expertise and client input to create detailed project plans that cover stakeholder prioritization, quality assessment, strategy, milestones, schedules, work breakdown structures, risk mitigation, and communication models.

### **Production Manager, Graphic & Ad Design (2012-2014) White Pine Press**

In my journey from a designer to a leadership role, I progressively shouldered a range of responsibilities. As a team leader, I oversaw design staff, collaborated closely with copywriters, editors, photographers, and advisors; providing assistance as required. My commitment to meeting deadlines extended to my own work and that of my team, ensuring timely project completion. I engaged in regular cross-functional meetings with fellow team leads to foster effective communication and address mutual expectations. My design expertise shone as I crafted engaging page layouts, employed typography, color theory, and tone to captivate our audience. I crafted advertisements for our ad-space and performed image enhancements to further enhance our visual appeal, which led to winning our First Place Cover award.

## Education

### General Assembly - Online

Marketing Courses (2023 - Current)

### Harvard University - Online

Computer Science Program (2022 - Current)

### Ferris State University

B.A.S. in Digital Animation and Game Design (2014 - 2018)

### Northwestern Michigan College

A.A.S. in Visual Communications (2012 - 2014)

World Typography Seminar in Amsterdam; aTypI (2013)

## Toolset

My continued dedication to my craft has gifted me with a broad and extensive array of digital tools at my disposal. From creative focused software to programming, I have a little experience in everything. Learning new tools is a quick process for me, and I enjoy learning the ins and outs of whatever utility a program has to offer. Below is a list of programs that I currently employ in my design processes.

- Adobe Cloud
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premier Pro
- Adobe Animate
- Adobe Dreamweaver
- Adobe Audition
- Adobe Firefly
- Adobe Media Encoder
- Adobe Bridge
- Adobe Acrobat DC
- Adobe Commerce (Magento)
- Google Analytics
- Google AdSense
- Google Drive
- Google Lighthouse
- Google Polymer
- Google Docs
- Google Scribe
- Boomerang for Gmail
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- Microsoft OneDrive
- Microsoft Teams
- Zoom
- Windows Device Manager
- Wix
- Squarespace
- SEMRush
- Final Cut Pro
- 3D Studio Max
- Autodesk Maya
- Blender
- Zbrush
- xNormal
- 3d-Coat
- V-Ray
- Renderman
- Unreal Engine
- Asana
- Monday
- Teamviewer
- Audacity
- OBS Studio
- ChatGPT
- DALL-E
- Recraft.ai
- Copy.ai
- Mailchimp
- Waveform 11

## Organizations

**American MENSA** (*High IQ Society*) - Member

**National Society for Collegiate Scholars** - Member

**Business Profit Engine** - Member

**American Optometric Association** - ParaOptometric Professional

## Unique Traits

**Bone Marrow Donor:** Proof of my personal character and values

**Knight of the Sovereign Military Order of Sealand:** Proof of my value to others

**Cancer Survivor:** Proof of my tenacity to overcome difficulties

**MENSA Member:** Proof of my intellect and capacity to learn

**Generative AI Enthusiast:** Proof of my commitment to cutting edge technology

## Interests

Continued Education, Arts and Culture, Nature and Environment, Science, Video Games, Architecture, Educating, Self Improvement, Psychology