



aaron gumucio

Phone 435.830.0937 Email aarongumucio@me.com Web aarongumuciodesign.com

OBJECTIVE

Experienced marketing creative seeking full-time employment as Marketing Director.

EDUCATION

Bachelor of Fine Arts, Graphic Design Emphasis *Aug. 2005 - May 2010*

- Utah State University
- Honor Student. Graduated Cum Laude. (3.72 cumulative GPA)

SKILLS & TRAINING

Leadership, Communication, & Multi-tasking

- Leads teams to ensure that tasks meet deadlines, match the look and feel of the brand, and communicate clearly and effectively while staying on trend, and aligning with analytics and data (crm).
- Consistently communicates with team members and listens with an open mind to turn ideas into successful marketing campaigns.
- Expert experience with multi-tasking, hits deadlines, and creates quality marketing on budget.

Marketing & Advertising

- Leads teams to launch new products and marketing initiatives designed to target new customer acquisition across web, email, social media, adwords, UI/UX, databases, print and other digital resources.
- Experience leveraging social media, especially video advertising through YouTube to drive sales.
- Experienced advertiser utilizing static and animated digital media as well as print advertising to drive customer acquisition, brand awareness, customer and funnel acquisition, conversion and scaleable sales.

Branding & Print

- Leads extensive brand evaluations including creation of key words, mission/positioning statements, style guides, brand books, business systems, and target market strategies.
- Works with team to ensure that all printed and digital graphics are created properly for each vendor and process including expert understanding of 4 color process, pantone spot colors, cut paths, materials, file types and more.

Web & Interface Design

- Experience designing and taking UI/UX concepts from Wireframes to finished mobile friendly Websites using CSS, HTML, JavaScript, jQuery, PHP, Flash, Database and Content Management Systems while ensuring designs are fully responsive and are cross-browser and multi-device compatible.
- Experience with search engine optimization, analytics reports, troubleshooting, user experience and nav design.

Photo & Video

- Experienced digital photographer with complete grasp of raw imaging, large format photography, product photography, professional lighting, event photography and experience in planning, coordinating and executing studio and outdoor photo / video shoots.
- Extensive knowledge of High Definition / 4K videography including film, digital, stop motion, lighting, editing, and production techniques. Proficient use of Adobe Premier, Photoshop, Dragonframe and some After Effects experience.

EMPLOYMENT HISTORY

Director of Marketing for Kuvera *July 2018 – Present*

Analytics, strategies, data analysis, task management, graphics, animations, UI/UX, IT, Systems Analyst, presentations, marketing materials, photo/video shoots, webinars, social media, advertising, exhibition graphics and team management for Kuvera, which empowers users to use technology to take control of their finances through education, financial markets, cryptocurrencies and alerts from market experts.

Director of Marketing for United Games / FireFan *April 2017 – Present*

Analytics, strategies, data analysis, task management, graphics, animations, UI/UX, presentations, marketing materials, photo/video shoots, webinars, social media, advertising, celebrity endorsements and team management for United Games and FireFan, an interactive app that allows you to play along with live sporting events.

Graphic Designer, Photographer, & Videographer for Del Sol Color Change *February 2014 – April 2017*

Product packaging, marketing materials, web campaigns, website graphics, magazine articles, product catalogs, store graphics and more for over 100 Del Sol stores worldwide. Graphics for licensed products: Star Wars, Marvel, and Disney. Photographer and videographer for products, promo videos, and social media.

Pre-Press Creative, Graphic & Web Designer for Transcript-Bulletin Publishing *January 2010 – February 2014*

Expert understanding of print, web and the user experience. Including 4 color printing, website design and more.