

# Geoff Strayer

E-Commerce Manager / Marketing Coordinator / Graphic Designer

I believe that positive relationships are best served by honest and clear communication, and that is how I approach every project. I believe that we communicate best with clarity - that if I can streamline the message, I can help everyone reach a better understanding. I am proud of my efforts to improve communication to my, and my employer's, customers.



## EXPERIENCE

### Martec International

2016 - Present

#### Marketing Coordinator

Responsible for creation and management of all marketing collateral across Martec's three brands (Martec, UBLights, ProCore). Responsibilities include composition and production of sales fliers, presentation fliers, logos, press releases, social media, and catalogs for all brands. Designed and implemented corporate website update for Martec and UBLights brands, and was design lead on e-commerce redesign for Martec. Implemented e-commerce site for UBLights, including product photography and Analytics integration. Designed packaging for UBLights and ProCore brands.

### Mike Kravitz, Realtor

2015 - 2016

#### Marketing Assistant

Responsible for creation and management of marketing files, postcards, presentation books, and monthly newsletters. Also principal photographer for new listings, and responsible for managing client updates regarding listing activity.

### ProMat Solutions

2015 - 2016

#### Graphics Consultant

Conceptualizing and producing visual collateral for promotions, advertising, and marketing purposes. Responsibilities included logo creation, website assistant, and graphic design.

### DLT Upholstery Supply

2011 - 2014

#### Assistant Marketing Director

Manager for web content and design, email marketing, customer outreach, marketing design, concept and production. Responsibilities included inside sales and customer service. Managed e-commerce platform, including pricing, items, category assignments, and sales entry.



## PERSONAL INFO



[www.linkedin.com/in/geoffstrayer](http://www.linkedin.com/in/geoffstrayer)



[dribbble.com/gstrayer](http://dribbble.com/gstrayer)



[www.behance.net/neftlim](http://www.behance.net/neftlim)



## KNOWLEDGE

Typography, Print Design, E-Commerce, InDesign, Illustrator, Photoshop, Package Design, Muse, WordPress, Premier Pro, Photography, Microsoft Office, Social Media



## SPECIALTIES



## SKILLS

|             |       |
|-------------|-------|
| INDESIGN    | ★★★★★ |
| ILLUSTRATOR | ★★★★★ |
| PHOTOSHOP   | ★★★★★ |
| PREMIER PRO | ★★★★  |
| MUSE        | ★★★★★ |



## EDUCATION

### DePaul University

2010 - 2015

#### Bachelor's Degree

Majored in Marketing and Communications through DePaul University's School for New Learning. 3.65 GPA.



## CONTACT

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