



RYAN M.
RODRIGUEZ

BRANDING | WEB | MARKETING | PRINT

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WORK EXPERIENCE

CURRENTLY WORK AT

2023

Attic Breeze | Gatesville, TX | Oc.t 2023-Present

Marketing Manager

Managed the marketing department by refining the brand, maintained websites, managed vendor relations & promotional inventory, developed marketing material for internal and external use, created presentation designs, and content for social media marketing, and oversaw the development of their app. Currently using Figma on the app project.

WHERE I'VE WORKED

2018

EDA Contractors | Bensalem, PA | Sept. 2018 – Feb. 2023

Senior Graphic Designer / Marketing Manager

Managed the marketing department by refining the brand and creating brand hierarchy maintained internal and external websites, managed vendor relations & promotional inventory, developed marketing material for internal and external use, created presentation designs, and content for social media marketing

2016

Macquarie | Philadelphia, PA | Nov. 2016 – Aug. 2018

Senior Graphic Designer

Word and PowerPoint templates, presentation designs, digital booklets, brand design, Microsoft training & social media designs for financial services

2015

MC3 Custom Event | West Chester, PA | Dec. 2015 – Sep. 2016

Graphic Designer

Created meeting themes, logos, word templates, PowerPoint templates, UI/UX designs, stage renders, presentation designs, and digital booklets for pharmaceutical companies

2014

Deluxe Safeguard Division | Lansdale, PA | Sep. 2014 – Dec. 2015

Graphic Designer / Production Artist

Logo designs, brand design and production

2012

Allen & Goel Marketing | King of Prussia, PA | Sep. 2012 – Sep. 2014

Graphic Designer

Created and designed brochures, flyers, banners, maps, business cards, posters, floor plan illustrations and web updates

PROGRAM SKILLS

Adobe Creative Cloud
Photoshop, Illustrator, InDesign, XD

Microsoft Programs
PowerPoint, Word, Excel, Sharepoint

Content Management Systems
Wordpress, Craft CMS

Management Systems
Workfront, Slack, Constant Contact

CRM Systems
Hubspot, Constant Contact

PUBLIC SPEAKING & TRAINING

Speeches:
Hussian College's class of 2018 commencement speech

Lectures:
Graphic Design Lessons:
• Gave lessons on branding, packaging and layout design to graphic design majors.
• Annual review of senior's portfolios.
• Freelance Design Work; Shared tips and tricks on freelancing, seniors and juniors to ending with a professional portfolio review.

EDUCATION HISTORY

Hussian School of Art '08-'12

Advertising & Design
(A four-year degree program)

HONORS & AWARDS

CTM Media Group

2012 Best Brochure
Regional Award Winner

ASSOCIATIONS

Philly Ad Club '11 - Present
NMTCC OFC Board..... '11 - '17
Hussian College
Board of Curriculum.. '17 - 2023

PROJECTS

1

Walmart GoLocal
Direct Mailer | Digital Ads

2

Pennsauken Township
Branding & Identity

3

Upper Crust
Branding & Identity

4

aPlank
Website Design | Brochure Design

5

CSI Philadelphia Chapter
Website Design

6

M&W Design Co.
Website Design | Catalogs | Product Shots | Social Media

7

Neto's Pizza
Branding & Identity | Marketing | Digital & Print Designs

9

EDA Contractors
Marketing | Digital & Print Designs | Microsoft Templates

10

Spot-It
UI/UX | PowerPoint Template | Logo



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ryanmrodriguez

Walmart GoLocal

This was a two part project for Walmart. The goal of this project was to promote their delivery service for small businesses with a local targeted campaign. For Walmart, they wanted to launch this service as a test pilot in Tampa and Dallas.

Phase one of this campaign was to run digital ads a week prior to the direct mailers being sent out to promote the delivery service. The sizes for the digital ads were in three different sizes; 300x250, 728x90, and 160x600.

Phase two would be the direct mailer being sent to over 10,000 consumers and businesses all over Tampa and Dallas. The mailer was a 6x11" with full color on both sides.

This campaign design was a contract project from Safeguard by Innovative.



300x250



160x600

Sell on **Walmart.com** and boost demand for your business



728x90



Pennsauken Township

I created the brand and identity for Pennsauken Township, NJ. Also worked on creating their letterhead design and presentation templates. With this branding, the key goal was to keep the history of Pennsauken Township while giving it a modern flare.



Pennsauken Township
Camden County, N.J.



Pennsauken Township
Camden County, N.J.



Upper Crust

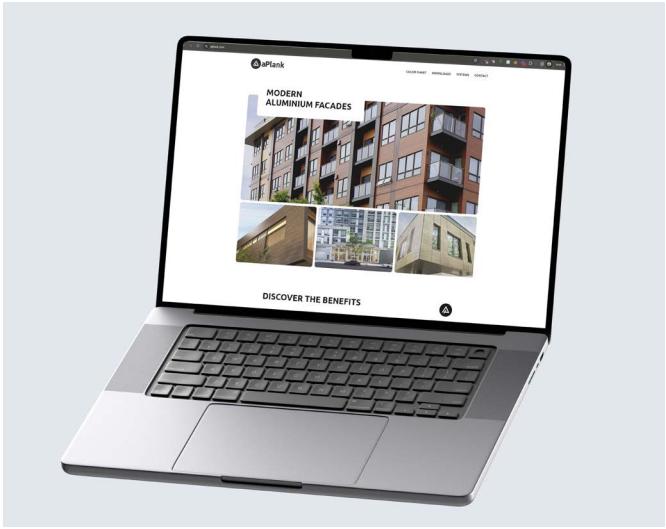
Upper Crust is a pizza shop in Santa Cruz, California. They have been a staple in their community since 1979. In 2019 it was time for the next generation of the family to take over and also a rebrand. I was tasked with rebranding the family business and giving them a fresh look. Along with this branding project, also I created them a mascot and t-shirt designs.



aPlank

I developed a new website and created a product brochure for aPlank, aiming to showcase their work and generate leads for their sales team.

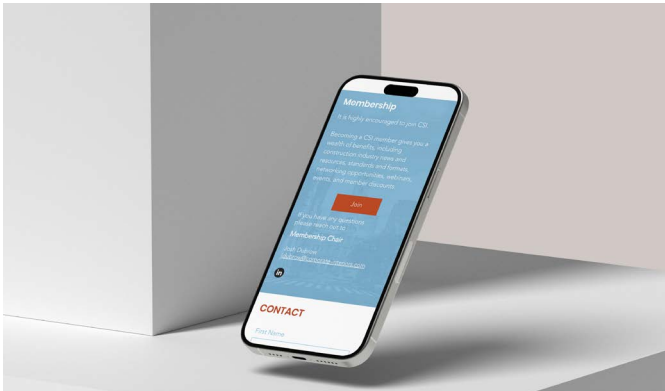
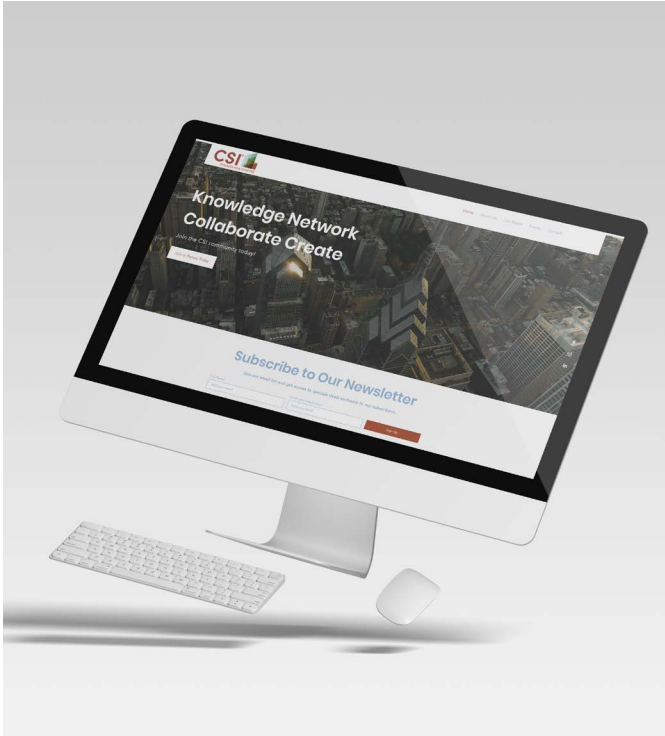
[VIEW WEBSITE](#)



CSI Philadelphia Chapter

I developed a new website for the CSI Philadelphia Chapter, incorporating an event calendar prominently displayed on the homepage. The goal was to enhance the user experience and make information more accessible.

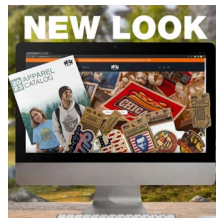
[VIEW WEBSITE](#)



M&W Design Co.

I redesigned and developed the M&W Design website on the Shopify platform, seamlessly integrating wholesale shopping carts. Additionally, I created social media posts and designed their seasonal catalogs, taking product shots and crafting custom mockups for their products.

[VIEW WEBSITE](#)



Neto's Pizza

Neto's Pizza is a brand I created. Learning about the food industry was a key part of this project. Their business create custom pizzas for their customers on the spot.

The brand consists of the logo, icon, pattern, distinct color theme and consistent use of fonts.

The pizza box was designed using only one color to save on the printing cost.

Full color logo



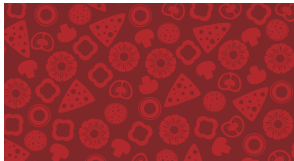
Icon



Fonts

HEAVITAS-REGULAR
PF Din Text Cond Pro-light

Pattern



Swatches



1815

1805

115

143

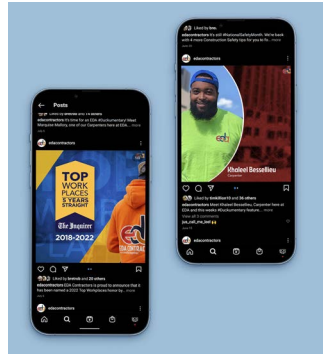
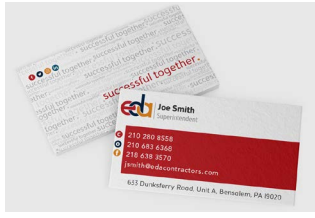
5757



EDA Contractors

I was hired to help build their marketing department. Since I've started, I have laid the foundation for the brand standards, filing systems, naming convention and design processes. One of my biggest projects I spearheaded was the launching of their new external and internal websites.

[VIEW WEBSITE](#)



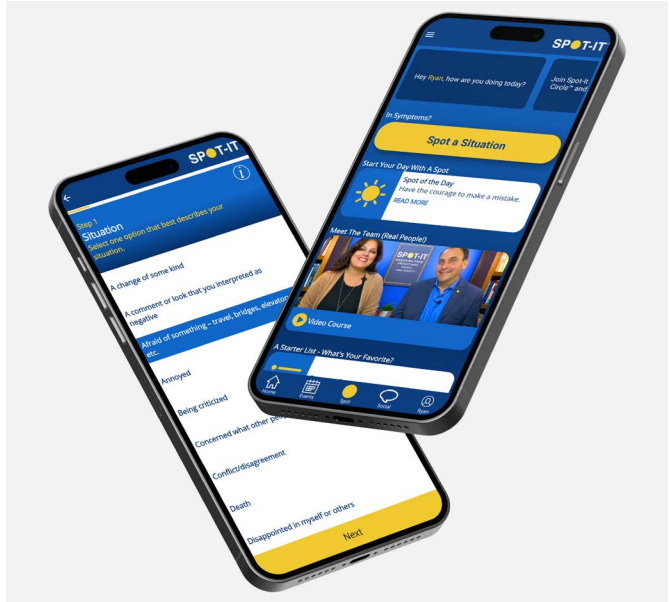
Spot-It

I have worked on several different projects ranging from UI/UX, PowerPoint Templates, logo design for Spot-It Circle™, and website.

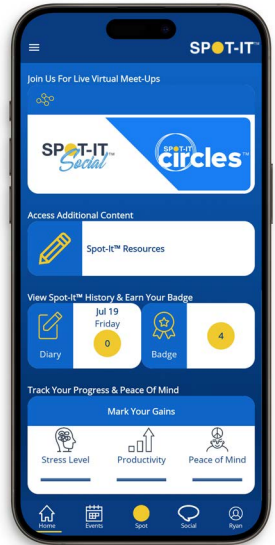
For the Spot-It™ app I created all the screens and over all design for the app. I worked with the dev team on developing the functionality and user's experience throughout the app.

Creating a custom PowerPoint template based around the Spot-It™ brand was also something I worked on. The PowerPoint template were designed with custom designed assets.

Spot-It Circle™ is network group for people are are trained in giving the Spot-It method presentation.



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