

# BLAKE ESTEP

Marketing Manager and Graphic Designer

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## SUMMARY

Creative Marketing Manager and Graphic Designer with over 10 years of experience in digital and print design. Proficient in creating content for various audiences, maintaining brand consistency, and designing graphic assets. Experience in print production, pre-press, and marketing campaign effectiveness. Great communicator with a strong background in managing teams and promoting brand growth using powerful marketing and graphic design.

## PROFESSIONAL EXPERIENCE

### OWNER/OPERATOR

**05/2018 - Present**

Encompass Graphics and Design

- Offer graphic design, web design, and marketing solutions to small businesses, enhancing brand presence and growth.
- Develop and execute effective marketing strategies using SEO techniques to boost brand awareness and drive revenue.
- Work closely with clients to deliver tailored design solutions that meet their goals and objectives.
- Oversee operations, including project management, client communication, and financial aspects.
- Stay current with design and marketing trends, providing clients with innovative solutions.

### MARKETING MANAGER

**12/2019 - 06/2024**

Performance Insulation and Energy Services

- Designed and launched three new websites, resulting in a significant increase in average monthly users.
- Implemented comprehensive SEO strategies, achieving a 25% increase in website traffic.
- Developed and executed targeted social media ad campaigns, leading to 50% growth in followers and engagement.
- Managed email marketing campaigns, significantly increasing engagement and brand awareness.
- Reduced marketing expenses by 25% through optimized resource allocation and project management tools.

### GRAPHIC DESIGNER

**03/2017 - 05/2018**

Gensco

- Directed the creation of marketing materials, maintaining brand identity and visual coherence.
- Built client relationships through needs assessments and personalized service recommendations.

- Analyzed marketing content performance, delivering insights to leadership for strategic decision-making.
- Applied strong organizational and communication skills to ensure effective project execution and high-quality outcomes.

## COMMUNICATIONS MANAGER

**07/2014 - 11/2015**

Northwest Yearly Meeting

- Executed a comprehensive website redesign, resulting in a 67% increase in click-through rates.
- Developed communication standards and streamlined processes for more efficient teamwork.
- Created responsive websites that addressed diverse user needs, demonstrating proficiency in design and technical skills.
- Managed and executed targeted email marketing campaigns, increasing engagement.

## Graphic Designer & Digital Printer

**12/2013 - 07/2014**

GISI Marketing

- Applied pre-press design and printing standards to ensure quality and consistency across digital and print projects.
- Operated industrial printing equipment (cutters, folding machines, binding) for high-quality production of marketing materials.
- Collaborated with designers and production teams to ensure efficient workflow from concept to final delivery.
- Ensured finishing work (e.g., binding, hole punching, folding) met project specifications and deadlines.

## EDUCATION

**Bachelor of Science in Liberal Arts**, Portland State University

**Graphic and Web Design Diploma**, The Art Institutes

## LICENSES AND CERTIFICATIONS

**Digital Marketing Certification**, General Assembly

**Google UX Design Professional Certificate**, Coursera

## SKILLS

Pre-Press & Print Production, Brand Consistency & Style Guide Adherence, Graphic Design Standards Development, Adobe Creative Cloud, Microsoft 365, Digital Asset Management, Vendor Management & Contract Administration, Photo Editing & Coordination for Design Projects, Attention to Detail & Quality Assurance, Strong Communication & Presentation Skills, Multiple Project Management, Effective Organization, Social Media Marketing Strategy