

TIM WISEMAN

1124 Murray Ave
Akron, OH 44310

T (330) 573-5744
tim@timwiseman.com
www.timwiseman.com

PROFILE

I have 14+ years of experience working in the marketing and design field, with intense dedication to developing and executing online strategies combining a variety of practices ranging from web development and user experience consultation, to integrating social media campaigns, email newsletters, and other customer retention focused activities.

The experience I have gained from working with business to consumer and business to business companies lends me a strong perspective on how to reach a target market while maintaining brand integrity and recognition.

EXPERIENCE

FREELANCE MARKETING PROFESSIONAL, AKRON, OHIO — 2010-PRESENT

Focused on the digital environment, providing design and content layout for websites, social media spaces, with attention to display of content on mobile devices. Brand management consultation, with a strategic approach are also integrated into every service offering.

Significant experience designing and developing:

- Websites, landing pages for B2C, B2B, and non profit organizations
- UX Consulting, Design
- Facebook, Twitter pages (and other social media apps)
- Email Newsletters
- Motion video acquisition and production

ART DIRECTOR, RED INCORPORATED, AKRON, OHIO — 2004-2010

At Red, I functioned as the lead role in the design and production of print, identity, packaging, multimedia, web design and web applications. I also managed vendors, press checks, art directed photo shoots, led and supervised multi-faceted marketing strategies. Managing and maintaining production schedules and budgets for multiple client campaigns and projects were also part of my daily activities.

Responsibilities:

- Work with clients to negotiate budget and manage billing process
- Responsible for client communication and brand development
- Wrote and participated in the copywriting and editing process
- Schedule designers, copywriters, photographers, AV producers, to ensure delivery dates are met and goals are fulfilled within budget
- Brainstorm with the design team to create campaigns that meet client goals, expectations, and maintain strategic focus and conform to branding guidelines

- Direct copy and layouts to ensure brand integrity
- Direct commercial (AV) shoots, radio spots and photo shoots for campaigns
- Track and manage print campaigns from initial development to ad buy and placement

CLIENT EXPERIENCES AT RED

ACRT, INC.

ACRT needed an overhaul from the ground up, with exception to their logo - which was recently re-designed. Their visual brand as well as their brand messaging needed serious attention because ACRT was having a difficult time communicating who they were to their market. A multi-faceted marketing program was initiated that included a custom photo shoot that spanned four states, a new website, three brochures, an advertising campaign in trade publications, quarterly newsletters and trade show displays. We also conducted internal training and consulted for their sales team helping integrate new messaging, and addressing and overcoming hurdles they were experiencing during the sales process.

ACRT was able to clearly map and define new sales which could be attributed to the new marketing program.

DEHOFF REALTORS

DeHoff Realtors approached us in confidence to consult them as well as conduct research to determine the value of the continued use of the Prudential brand. Deciding to do away with the Prudential branding, we set forth to complete an overhaul of their brand. Visually, we created a new, clean, bright logo clearly setting them apart and properly representing who they really are in their market. This new branding was then applied to all of their internal materials, website, billboard campaigns, and a wrap for their moving truck.

We also worked together with them to plan and execute the launch and reveal of this new branding to their entire office and realtor family. This campaign was a huge success and made a significant mark in the Northeastern Ohio community.

HOUSE OF HUNAN

House of Hunan needed a new web presence and desired a strong social media campaign. I designed and developed a new site that featured high quality, custom photography. The site was built using Wordpress as a platform to facilitate content management; the template was custom designed to enhance their brand.

A FaceBook fanpage, and Twitter account were created, to increase brand impressions, have a voice with loyal (or disgruntled) customers. We also executed a strategy to using social media to increase restaurant traffic by use of promotions and contests. They have managed to reach almost 3,000 fans in less than 9 months.

AKRON AEROS

The Akron Aeros needed a way to stay in touch with current contacts and season ticket-holders. We suggested an energetic campaign that included an email newsletter. I developed and designed an email newsletter using Constant Contact, which was easy for them to manipulate for news and email blast purposes.

THE CLUB, WINNER INTERNATIONAL

Winner International approached us concerned with the appearance and inconsistency of their brand, specifically with their packaging. Several previous designers had handled multiple SKUs with various approaches, even using various renditions of the Club logo.

Our first step was to clean up their logo and create branding guidelines for proper usage. After this we designed a package to benchmark the new direction of their brand - The Personal Vault. Since then, I have designed and managed the direction of the remainder of the products in their catalog, and standardized the look and feel of their promotional pieces and sales collateral.

Since the redesign, the Club has seen a significant increase in sales, attributed to the strategic, new look of the packaging.

OWNER, MENTIS DESIGN, INC., AKRON, OHIO — 2001-2004

Mentis Design was my attempt at running a business while fulfilling my passion to be a marketing consultant and designer. I enjoyed everything but the 'running a business' part. I gained a great deal of experience, and sympathy for small business while understanding the importance of the bottom line and why being focused and organized directly results in profitability. I worked with several businesses, start ups, and organizations that wanted a fresh look for their online and offline strategy.

GRAPHIC DESIGNER, NEXPAK, NORTH CANTON, OHIO — 2001-2003

Nexpak was one of the most fun, and exciting experiences in my career. Nexpak was a multimedia packaging firm located in Canton, Ohio and one of my main responsibilities was developing collateral for new product launch, as well as creatively introducing our product to our target market by providing the opportunity to do mock up packaging. This art was presented to major and minor movie studio owners, directors, as well as their supporting departments.

Secondary responsibilities included brand management and logo / branding for new products, as well as branding for our own multimedia packaging sold at WalMart.

WEBMASTER / GRAPHIC DESIGNER, SD MYERS, TALLMADGE, OHIO — 1999-2001

- Designed, developed and managed company web site(s)
- Conducted and directed photo shoots
- Organized copywriting (multiple languages)
- Flash based design and development
- Sales, Company collateral layout & design
- VOLTT and SD Myers brand management

WEB DEVELOPER & DESIGNER, IMAGE MARKETING CONCEPTS, PALM DESERT, CALIFORNIA — 1996-2001

- Client management, service
- Website Design, Layout, Development
- Hosting, server management
- Managed Ohio Office

EDUCATION

Kent State University, Visual Communication Major — 1994-1996

SKILLS

Excellent skills in Photoshop, Illustrator, and InDesign. Experienced with HTML, CSS, PHP, plenty of time spent with cross browser compatibility, troubleshooting, etc. Strong preferability to the Mac platform, with knowledge and functional in the Windows/PC environment.

Use and implementation of social media tools, such as FaceBook, Twitter, Hootsuite, Foursquare, LinkedIn, and others.

REFERRALS

John Joyce, President
Red, Incorporated
(330) 701-4847, john@redincorporated.com

Alan Brandt, National Account Sales Manager
Winner International
(724) 981-1152, alanb@winner-intl.com

Linda DeHoff, Executive
DeHoff Realtors
(330) 499-8153, ldehoff@dehoff.com

Renée Bissett, Marketing Coordinator
ACRT, Inc
(330) 945-7500, reeneb@acrtinc.com