

Mike Santner

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Creative Marketing Design Manager

Experienced business-minded people leader with skills in web development and design, video production, technical writing, promotional design. **Areas of expertise include:**

| Print | Multimedia | Promotional |
|-----------------------------|---------------------------|-------------------------|
| Brochures / booklets | Web and print graphics | Screen printing designs |
| Promotional flyers/ banners | E-Commerce | Email Blasts |
| Media kits / advertisements | Targeted e-mail campaigns | Logos / Slogans |
| Copywriting | Photography/Videography | SEO and Ad Tracking |

Professional Experience

Neuromechanical Innovations, Phoenix, Arizona

Marketing Manager/Media Designer, 2013 - Present

Team leader to deliver creative marketing solutions leveraging various mediums including web design and development, email blasts, CMS integration, copywriting, photography and videography to drive market growth.

Key Achievements:

- Reduced departmental costs by more than \$150,000 in one year by streamlining and insourcing development activities.
- Conceptualized, designed and executed seasonal and holiday promotional advertising campaigns, generating over \$200,000 in global annual sales.
- Maximized ongoing advertising campaigns with Infusionsoft CMS promotion codes to track, report and analyze campaign effectiveness.
- Implemented complete aesthetic and functionality redesign to print and web advertising including integration of YouTube™ video to marketing materials leading to an increase in visibility and sales.
- Developed online interactive solutions utilizing media, including webcam, digital signatures and form submissions to streamline customer contact, quality assurance and newsletter subscriptions

State of the Art Media, LLC, Phoenix, Arizona

Owner/Media Designer, 2001 – Present

Established boutique multimedia firm offering marketing and web design, video production, and photography.

Key Achievements:

- Filmed and produced on-site videos for local businesses, leveraging beat cuts, titles, and graphics, delivering promotional collateral.
- Designed and produced in-store wall art collection for local fast food chain.
- Designed cloud-based, open source and HTML/CSS template responsive websites

Socious, Inc., Mesa, Arizona

Technical Coordinator, 2011 – 2012

Served as Webmaster for 25,000 user group site, delivering graphic design for t-shirts, street banners, logos, photography and videography for conferences, and video production.

Key Achievements:

- o Created marketing material including hanging banners, signage, t-shirts, and logos for company marathon event during a convention.
- o Coordinated and organized resources and staff to conduct photo shoot for employees during a convention, eliminating need for extensive travel and expense to complete process.
- o Shot and edited music video from convention sponsor's musical performance

GoDaddy, Inc., Tempe, Arizona

Web Design Consultant, 2009 – 2011

Collaborated with customers to design websites and marketing tools according to their goals and specifications through a full range of products and services.

Key Achievements:

- o Reduced inbound calls, improved response time and minimized refunds through website development.
- o Recognized for delivering exemplary customer service as evidenced by 100% customer satisfaction surveys and 93% QA rating.

Pickford Escrow, Newport Beach, CA

Graphic Arts Manager, 2004 - 2007

Successfully launched and managed company's Graphic Design Department through development of best practices for department leadership and operations.

Key Achievements:

- o Increased department productivity through use of software training, phone and onsite technical support.

Education / Training

Computer/Studio Graphic Design Certification

Platt College – Irvine, California

Business/Film

University of Wisconsin - Milwaukee

Business/Radio-TV-Film

University of Wisconsin - Oshkosh

Technical Proficiencies

Platforms:

Mac OS X Sierra, MS Windows 10

Software:

Adobe: InDesign, Illustrator, Photoshop, Dreamweaver, Bridge, Acrobat DC, Premiere, Audition; Basecamp Project Software, C Panel Server Management, FileZilla, Infusionsoft CMS, Wordpress, HTML5, CSS3, and Quicktime.