

Mike Santner

Graphic Designer & Marketing Leader

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480.766.0554 • Chandler, AZ

Accomplished and influential **Multimedia Designer and Marketing Manager** with expansive experience in a wide range of design capabilities including print, packaging, merchandising, retail graphics, videos, websites, and digital media. Spearheads successful marketing campaigns by aligning polished design and effective communications. Directs multiple simultaneous projects from concept to completion utilizing advanced Adobe Design Suite skills and broad range of design, video, web, and multimedia technology.

- Challenges conventional marketing approaches with powerful concepts and compelling designs
- Develops and empowers top-performing design teams; builds relationships with diverse groups of colleagues, clients, vendors, and key stakeholders.
- Thrives in collaborative, fast-paced environments with shifting priorities; masters new skills & concepts with ease
- Recognized for sound judgment, analytical mindset, and visual problem solving skills

Areas of Expertise

- Graphic/Digital Media Design
- Marketing Campaign Management
- Videography/Photography
- Copywriting/Copyediting
- Website Design & Development
- Project Management
- Team Leadership & Training
- CRM/Client Engagement
- Process Optimization
- Cost Control & Savings
- Technical Proficiency
- Relationship-Building

Professional Experience

DANI DENTAL STUDIO • Tempe, AZ • 2017 - Present

MARKETING COORDINATOR

Enhanced company image with new graphics, logo design, copywriting, client dental photography, product photography, videography, and animated slide presentations. Oversaw website management.

- Spearheaded email marketing campaigns (via Constant Contact and Wordpress/Webmaster Tools) and developed polished marketing materials including flyers, brochures, sales slicks, and product packaging design
- Streamlined workflow, procedures, and documentation processes to optimize productivity
- Identified alternative print vendor to enhance quality of print and packing—while cutting costs

STATE OF THE ART MEDIA, LLC • Phoenix, AZ • 2001 - Present

MEDIA DESIGNER/OWNER

Founded boutique multimedia firm providing marketing and web design, video production, and photography services.

- Filmed and produced on-site videos for local businesses—leveraging beat cuts, titles, and graphics; delivered promotional collateral
- Developed cloud-based, open source, and HTML/CSS template-responsive websites for small businesses with latest graphics, layouts, and functionality
- Designed dynamic in-store wall art collection for local fast food chain

NEUROMECHANICAL INNOVATIONS • Phoenix, AZ • 2013 - 2017

MEDIA DESIGNER/MARKETING MANAGER

Championed marketing solutions across multiple mediums—web design and development, email campaigns, CMS integration, copywriting, photography, and videography—to drive market growth. Developed original logos, banners, signage, flyers, brochures, and catalogs. Designed and managed e-commerce store. Shot and edited promotional videos.

- Slashed \$200K+ off annual budget by eliminating wasteful print advertising; streamlined development activities to cut costs by \$150K+ in just one year

NEUROMECHANICAL INNOVATIONS • MEDIA DESIGNER/MARKETING MANAGER • *continued*

- Conceptualized and executed promotional advertising campaigns to capture \$10M in global sales
- Maximized 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; established YouTube channel to enhance marketing and bolster visibility and sales
- Developed online interactive solutions including webcam, digital signatures, and form submissions to streamline customer contact, quality control, and newsletter subscriptions

SOCIOUS, INC. • Mesa, AZ • 2011 - 2012

TECHNICAL COORDINATOR

Excelled as Webmaster for 25K-user group site, delivering compelling graphic design, onsite photography and videography, and video post-production.

- Designed all original marketing materials including banners, signage, t-shirts, and logos for company's marathon event
- Directed resources to facilitate an employee photo shoot during a convention—eliminating need for extensive travel and expense to complete process
- Shot and edited a music video from convention sponsor's musical performance

GO DADDY, INC. • Tempe, AZ • 2009 - 2011

WEB DESIGN CONSULTANT

Led design of powerful websites and marketing tools—for a wide range of products and services—aligned with client goals and specifications.

- Facilitated intuitive website development to reduce inbound calls, enhance response time, and minimize refunds
- Ensured optimal client service—earned 100% customer satisfaction survey rating and 93% QA rating

PICKFORD ESCROW • Newport Beach, CA • 2004 - 2007

GRAPHIC ARTS MANAGER

Established and directed company's Graphic Design Department; developed best practices for department leadership and operations.

- Optimized department productivity through use of software training, and both phone and onsite technical support

Education & Certification

Computer/Studio Graphic Design Certification

PLATT COLLEGE | Irvine, CA

Business/Film Studies

UNIVERSITY OF WISCONSIN | Milwaukee, WI

Business/Radio-TV-Film Studies

UNIVERSITY OF WISCONSIN | Oshkosh, WI

Technical Proficiency

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 FTP, Infusionsoft CMS, Constant Contact, Wordpress, HTML5, CSS3, Quicktime