



# TYLER GERHARTZ



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## OBJECTIVE

Well-rounded designer who can do it all. A hands-on strategic problem-solver leading highly motivated cross-functional teams in the design and development of innovative, attainable solutions while elevating brand awareness and engagement to increase sales across all consumer touchpoints: video, print, environmental, web, and social media. On the mark success, while listening to brand needs, budgets, objectives, and timelines to produce award-winning content.

## SKILLS

- Art/Creative Direction
- Video Production
- Photography
- Social Media Marketing
- Web Design
- Graphic Design
- Video Editing
- Photo Manipulation
- Content Creation
- Ecommerce Marketing

## EXPERIENCE

### CREATIVE DIRECTOR [ APR 2020 - PRESENT ]

Sprague Media - Portland, OR

#### Duties & Responsibilities

- Managed the creation and implementation of creative content to maximize ROAS across social media platforms.
- Analyzed third party data to adjust campaign spending and edit creative assets as needed.
- Worked closely with strategists and data analysts to create processes and SOP's.
- Notable clients include TAXA Outdoors, Vânt Panels, Revel Rey, MKF, and Rad Soap.

#### Certifications

- Facebook Blueprint Certification - Facebook
- Content Writing Specialist - Digital Marketer

### DIRECTOR OF VIDEO & GRAPHICS [ DEC 2015 - MAR 2020 ]

BRING Branding Agency - Green Bay, WI

#### Duties & Responsibilities

- Produced branded videos, photos, and designs from conception to delivery.
- Met with clients to discuss project goals, share mock ups, implement feedback, and explain creative processes.
- Formulated budgets and schedules to maximize ROI.
- Assembled, managed, and oversaw video production teams and freelance talent.
- Notable clients include Green Bay Packers, Hinterland Brewery, Xperience Fitness, and August Haven Furniture.

#### Awards

- 2020 Telly Awards Silver Winner - The Finer Things
- 2020 Telly Awards Silver Winner - First & Ten
- 2018 American Advertising Awards Gold Addy - Hinterland Website

### FREELANCE [ MAR 2010 - PRESENT ]

#### Duties & Responsibilities

- Independently contracted to bring clients' creative needs to life through full-scale video production, photography, and design.
- Notable clients include Tyler Childers, The Lumineers, Maggie Rogers, Roth's Fresh Markets, Wilco Farm Stores.

## EDUCATION

### UNIVERSITY OF WISCONSIN - GREEN BAY [ AUG 2012 - DEC 2014 ]

- Bachelor's Degree in Graphic Design
- Graduated with Suma Cum Laude Honors
- Dean's List Honors Every Semester

### CARROLL COLLEGE [ AUG 2010 - MAY 2012 ]

### VITERBO UNIVERSITY [ AUG 2010 - MAY 2012 ]

DEMO REEL & PORTFOLIO CAN BE FOUND AT TYLERGERHARTZ.COM

