GEOFFBAUMBACH

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OBJECTIVE: Command the marketplace with strategically compelling communications that drive growth, brand recognition, and overall value for my clients.

QUALIFICATIONS:

Leadership Roles
Project & Account Management, Digital Marketing Strategy & Conceptual Delivery, Creative & Art Direction, Campaign Production & Deployment, Data Analysis & Insights

Creative Skillset
Corporate Information and UX Design & Development—Web/Mobile/Email/Social
Print Collateral and Branding, 3D Modeling/Animation/Video & Kinetic Motion Design

Market Executions
Branding/Visual Identity, Global Websites/eCommerce, Video/Motion Graphics, SEO/SEM, Email/Social/Inbound Marketing, Tradeshow Applications, Campaign Analytics

EXPERIENCE: **Director of Digital Services** | **Bush Communications** | July 2004 - Current

Manage the digital operations and coordinate with full-time and contract designers, developers, and other creative professionals to strategically design, develop and execute marketing campaigns for clients such as:

pitney bowes ORACLE experian GM

ACCOLADES:
2015 Raleigh “Battlehack” 24/hour hackathon, 2nd place, 3 Company Awards
2014 RBJ “Best of the Web” - Nomination in Education
2009 RBJ “Best of the Web” - Best of Show and Best Manufacturing Website
2008 ADDY Award with Special Recognition Concept - Mixed Media Campaign
2005 and 2006 Rochester ADDY Award - Best Interactive CD

Bachleor of Fine Arts, New Media Design and Imaging | Minor in Communications
GPA: 3.78, RIT School of Design, Graduated May, 2004

Professional references and work samples available by request.