

## CONTACT

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# STEVE POTTER

## MARKETING & GRAPHIC DESIGN

Seasoned marketing/creative pro with 13 years (and going) experience. And a portfolio to prove it.

## LOCATION

Originally from Menomonie, WI, but now conveniently located in Cottage Grove, MN. Yes, I'm a packer fan.

## EDUCATION

School: Winona State University  
Major: Marketing

## EXPERIENCE



## EXPERTISE:

Marketing, Campaigns, Marketing Strategy, Graphic Design, Branding, Brand Management, Advertising, Marketing Automation, Remarketing, Web (Design, Development, Wordpress, any CMS, SEO, SEM), eCommerce, Social Media, Digital Marketing, Mobile Marketing, User Acquisition, Photography, Videography, Campaign Management, CRM, Content Development, Email Campaigns, Analytics, Ads, Promotional Material, Trade Show, Summits & Events, Mergers, Sales Support, Lead Generation, Budgeting, Marketing Forecasting & Planning, Technical Writing, Product Development...**MORE**

2004 2012 2014 2015 2017

Available upon request

### Lynx Innov. - Bloomington *Graphic Design/Technical Writing Mgr.*

Manage all major retailer branding efforts

- Verify and edit artwork to best suit the retail application

Managed and re-designed company instructional manuals, processes and execution

- Simplified for easy comprehension and implementation. Increased readership and reduced call center visits by 25%

Designed artwork for POP displays used in major retail locations

### Renovation Systems & CEPM - Plymouth *Marketing & Branding Manager*

Designed and implement new sell sheets and brochures

- Managed design, editing and implementation.

Designed and implemented new websites for RSI & CEPM

Managed and designed all apparel and promotional material

Successful execution of all company events.

Prepared comprehensive marketing calendar and budget.

### CareWorx, Inc. - Orangeville, ON Canada (Remote) *Director of Marketing*

Successful execution of all company trade shows and events

Managed all major partnerships company-wide

- Co-marketing events and programs

Successfully managed company merger and re-branding efforts

Designed and managed the company's first summit/conference

- CareWorx VIP 2016 (Toronto, Ontario) (careworxvip.com)

- Event branding, management, and preparation.

Designed and implement new sell sheets and brochures

- Managed design, editing, and implementation.

Implemented and designed customer facing newsletter.

Designed and executed website re-branding and design

- Managed design, editing, and implementation. (careworx.com)

...MORE

## PROGRAM PROFICIENCY

## OPERATING SYSTEM

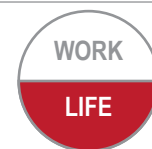
## BALANCE



Proficient on apple/mac operating system. Capable on PC operating system but only when forced.



Work is important, and so is my family. But i do what it takes to get the job done.



## CAPABILITIES

Ability to wear multiple hats and be proficient and successful in all areas of the creative process.



## OTHER INTERESTS

- Family
- Fitness
- Friends
- Outdoors
- Hunting
- Running
- Wine
- Grilling