


# Greg Culver

Marketing / Graphic Design / Social Media / CRM

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## EXPERIENCE

### Marketing Director

September 2015 - July 2020

#### HoliMont Ski Resort

North Americas Largest Private Ski Area

- ▶ Implemented sales strategies for lift tickets, programs and memberships
- ▶ Collaborated with outside vendors, photographers and advertisers
- ▶ Produced and distributed monthly newsletter and weekly email blasts
- ▶ Responsible for company website, member portal and social networks
- ▶ Created and Promoted unique events, concerts and races
- ▶ Managed retail and rental business units

### General Manager

August 2002 - October 2014

#### Sliders Snow & Bike

Independently Owned Specialty Retail Store

- ▶ Developed company and brand from scratch
- ▶ Implemented point of sale system in house
- ▶ Managed advertising and social media campaigns
- ▶ Produced web commercials and videos
- ▶ Managed 4-6 sales and service associates

### Marketing Coordinator

September 2004 - April 2006

#### Horschel Companies

Product Manufacturer / Machine Shop

- ▶ Constructed marketing strategies for 3 business units
- ▶ Re-branded product lines featured in automotive and golf markets
- ▶ Created product packaging and labels
- ▶ Produced product catalogs, brochures and promotional materials
- ▶ Created and maintained company websites

### Marketing Coordinator

July 1996 - September 2004

#### BASF (Watson Bowman Acme)

Architectural & Structural product manufacturing and sales

- ▶ Executed marketing strategies for multiple business units
- ▶ Designed and produced complex product binders and catalogs
- ▶ Managed 2-3 marketing associates
- ▶ Built and maintained website. Created download module for CAD drawings.
- ▶ Managed trade show themes, displays and lead generation

### Project Manager

September 1989 - July 1996

#### Boston Valley Terra Cotta

Manufacturer of world class architectural terra cotta

- ▶ Produced complex shop and assembly drawings
- ▶ Extensive travel to work sites in major cities across the U.S.
- ▶ Retired pencil on paper and incorporated CAD systems
- ▶ Developed cataloging system for production and project management
- ▶ Collaborated with multiple teams of architects, contractors and inspectors

## EDUCATION

### Advertising Design

#### Art Institute of Pittsburgh

Degree in Marketing Design

### Project Management

#### University of Buffalo

Certificate in Project Management

### Business Leadership

#### Canisius College

Certificate in Business Leadership

## SUMMARY

Creative problem solving and clean design is my focus. I have over 25 years of experience in print and digital marketing & design. I live an outdoor & adventure lifestyle and have a passion for bicycling.

## PROFESSIONAL SKILLS

GRAPHIC DESIGN	●●●●●●●●
TYPOGRAPHY	●●●●●●●●
CRM	●●●●●●●●
SEO	●●●●●●●●
WEB DESIGN	●●●●●●●●
COPY WRITING	●●●●●●●●
ILLUSTRATOR	●●●●●●●●
INDESIGN	●●●●●●●●
PHOTOSHOP	●●●●●●●●
LAYOUT & DESIGN	●●●●●●●●
RADIO & TV	●●●●●●●●
EVENTS & ACTIVATIONS	●●●●●●●●
WOO COMMERCE	●●●●●●●●
WORDPRESS	●●●●●●●●
EVENTBRITE	●●●●●●●●
CONSTANT CONTACT	●●●●●●●●