


Greg Culver

Graphic Design / Illustration / Photography / Logo Design

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EXPERIENCE

Marketing Director

September 2015 - July 2020

HoliMont Ski Resort

North Americas Largest Private Ski Area

- ▶ Created multiple logos for events, departments and corporate use
- ▶ Designed and produced page layouts for monthly newsletter
- ▶ Worked with printers to produce annual catalogs and brochures
- ▶ Created graphics for digital and print communications
- ▶ Crafted the template and UI for company website

General Manager

August 2002 - October 2014

Sliders Snow & Bike Shop

Independently Owned Specialty Retail Store

- ▶ Developed company logo and brand
- ▶ Created designs for printed garments and advertising
- ▶ 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

- ▶ Created updated and new logos for 4 business segments
- ▶ Re-branded product lines featured in automotive and golf markets
- ▶ Created product packaging and labels
- ▶ Produced product catalogs, brochures and magazine ads
- ▶ Used Photoshop and CAD to create 3D models

Marketing Coordinator

July 1996 - September 2004

BASF (Watson Bowman Acme)

Architectural & Structural product manufacturing and sales

- ▶ Implemented marketing strategies for multiple business units
- ▶ Designed and produced complex product illustrations
- ▶ Created print layouts for magazines and periodicals
- ▶ Built web graphics from CAD drawings and renderings
- ▶ Produced trade show themes and graphics

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

Associates Degree in Marketing Design

Project Management

University of Buffalo

Certificate in Business 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	●●●●●●●●
ADOBE CREATIVE SUITE	●●●●●●●●
ILLUSTRATOR	●●●●●●●●
PHOTOSHOP	●●●●●●●●
COPY WRITING	●●●●●●●●
ADOBE RUSH	●●●●●●●●
ADOBE INDESIGN	●●●●●●●●
COLOR THEORY	●●●●●●●●
LAYOUT & DESIGN	●●●●●●●●
HAND DRAWING	●●●●●●●●
INFO GRAPHICS	●●●●●●●●
WOO COMMERCE	●●●●●●●●
WORDPRESS	●●●●●●●●
EVENTBRITE	●●●●●●●●
CONSTANT CONTACT	●●●●●●●●