

GERHARDMULLICAN

EXPERIENCE

Marketing Associate | Semper International | 2015

- Leading development, production and implementation of all marketing materials
- Create new lead generation collateral for nationwide sales team
- Significantly increased client engagement and contact through multi-channel improvements

Marketing Coordinator, Content Marketing/Graphic Design | Busch Gardens | 2014

- Founding team member; Helped develop content marketing planning and strategy
- Created compelling content that increased brand awareness and stature
- Coordinated with external talent to produce items of interest to engage new audiences
- Distributed materials and educated marketing team on content marketing
- Produced graphic design content in-house

Brand Management Coordinator | Busch Gardens | 2011-2013

- Primary point of contact for marketing media
- Led project creation, management and finishing, including receiving and billing
- Maintained relationships with national and local ad agencies and printers to solve creative problems
- Corralled other department's creative projects to meet brand style standards
- Provided design executions for web, PR and social media needs
- Assisted in special projects (film/photo shoots, attraction grand openings, invitations)

Graphic Designer | Immanuel Baptist Church | 2009-11

- Created digital and print media for church initiatives
- Supported the design and managed content of church website

Art Director, Photographer | Cedars Newspaper/Yearbook | 2007-10

- Entirely rebranded student newspaper (print and web redesign)
- Staff photographer responsible for capturing memorable events

EDUCATION

BA Graphic Design | Cedarville University

- Cum laude
- Minors: Creative Web Design, Bible
- Additional courses in marketing and entrepreneurship

PROFESSIONAL DEVELOPMENT

- Association of National Advertisers (2013)
- American Institute of Graphic Arts (2010)
- Many Volunteer Programs and Ministries