

MARTIN LEBRETON

MLebreton.com



PROFESSIONAL EXPERIENCE

Freelance Graphic Designer // Seattle, WA
2015 – Current

Marketing & Operations Manager » **AltRider** (Designs and manufactures premium motorcycle accessories) // Seattle, WA
June, 2017 – November 2018

- » Build excitement and education around motorcycle accessories via multi-channel digital marketing
- » Increase brand visibility by building relationships with advocates and social media influencers
- » Managed social media accounts for global and growing brand and built a blended average of 21% increase in followership and 38% engagement for social media channels
- » Created targeted email marketing to upsell customers with customized offers
- » Facilitated a 34% increase in sales year-over-year during a period of few new product releases
- » Managed financial oversight of US and EU inventory holdings and strategic global purchasing based on historical and market data with a goal to keep inventory lean and in-line with market needs

Lead Designer & Project Manager » **Ian Ryan Interactive** (Design and production for education, video, and broadcast) // Des Plaines, IL
2011 – 2017

- » Managed a variety of projects, including video, audio, and online learning management systems, from inception to completion with a defined scope and timeline of project to meet clients' needs
- » Track progress to ensure projects are completed on-time and within budget
- » Coordinate between internal resources, clients, third parties, and vendors for seamless project completion
- » Managed client communications and relationship during each step of project's progression
- » Design graphics and other supporting materials needed for videos, interfaces, etc.

Art Director & Copy Writer » **Capitol News Agency** (Wholesaler & Retailer) // Chicago, IL
2008 – 2011

- » Worked cooperatively with retail stores to maximize promotional and marketing opportunities
- » Designed for a range of advertising, and retail signage; advertising and marketing included business-to-business and retail promotions
- » Managed all advertising accounts and campaigns for the parent wholesale company and its 30 subsidiary retail stores

Layout Artist/Ad Designer » **Gannett Healthcare Group** (Healthcare focused publications) // Hoffman Estates, IL
2006 – 2008

- » Worked cooperatively with sales team to design ads for clients
- » Typically producing 3 to 10 ads daily for multiple trade publications

Senior Production Associate » **Nursing Spectrum Publications** (Trade magazines) // Hoffman Estates, IL
2004 – 2006

- » Worked simultaneously in art and production departments
- » Created various marketing materials, article graphics, and support materials (art department)
- » Created layout for the largest of all in-house bi-weekly magazines based on ad sales (production department)
- » Was instrumental in transition to automated ad layout system

Junior Production Associate » **Nursing Spectrum Publications** (Trade magazines) // Hoffman Estates, IL
2003 – 2004

- » Assisted in pre-flighting all advertising and page layout for multiple trade magazines

EDUCATION

Bachelor of Arts

Columbia College // Chicago, IL

Art and Design, Photography concentration