

Eric Bronk

Graphic Designer, Marketing & Promotion Guru

Las Vegas, NV - Email me on Indeed: [indeed.com/r/Eric-Bronk/71a3b9411005201f](https://www.indeed.com/r/Eric-Bronk/71a3b9411005201f)

I am a Graphic Designer with a variety of experience in design, layout, digital & print work. Contact me if you would like more information, various strong references, or to see portfolios of current work . Thank you.

Authorized to work in the US for any employer

WORK EXPERIENCE

Creative Director

NPUSA - Las Vegas, NV - July 2014 to Present

Created brand identity for the American markets

Established brand identity for multiple platforms including mobile, print, web & social medias

Developed and designed all media, graphics, and video production for all platforms

Developed and designed promotional and marketing campaigns for all platforms

Developed and designed all video marketing materials

Developed potential concepts and tested ideas within the membership market

Analyzed membership market utilizing data collection tools and surveys

Collaborated with VP of Business Development to develop and design new tools to attract new potential membership candidates and markets

Collaborated ideas with marketing staff on how to apply effective tools across all demographic markets

Conceived, developed & designed new campaigns to attract specific demographic markets

Developed and designed interactive tools for marketing specific events and specific incentive trips

Developed and designed training tools on all platforms for company membership

Worked with vendors to find affordable solutions for printing needs and applications

Link to YouTube channel: <https://www.youtube.com/channel/UCnvcG11v1-F1etHVh9YIz8g>

Senior Designer

The Mirage Hotel & Casino - Las Vegas, NV - February 2013 to February 2014

Designed all signage/promotional material on property. Applied agency branding to all marketing materials for in and out of market pieces whether local, regional, or national. Creative design on a portion of on property pieces and helped to conceive and consult on new branding strategies. Implemented major branding for multiple high end clientele including high end brands like the Aces of Comedy lineup, Boyz II Men, Light Group properties, and much of the high branding for The Mirage. Worked with outside vendors and printing vendors to setup purchase requisitions and researched for the best methods of execution along with getting quotes for print runs from multiple sources. Worked with the marketing team for best direction of implemented signage and promotional pieces. Designed and maintained digital and social media graphics for The Mirage's social network associations for implementation of digital and web marketing strategies. Designed and created digital signage for all digital implementations on property.

Graphic Designer/Promoter

Lush Food Bar - Minneapolis, MN - September 2010 to February 2013

Designed promotional pieces for weekly events and helped with conception of nightly events with print designed ads and promotional posters using Illustrator, Photoshop, & InDesign. The work was used to gain more exposure to the clientele allowing for a higher patron visitation.

Graphic Designer/Promotions

The Legion of Boom - Minneapolis, MN - February 2010 to February 2013

Designed flyers and promotional pieces used for The Legion of Boom shows and events. Helped with promotions and public relations for marketing of those same shows. Used Illustrator and Photoshop for all work with images then imported them into InDesign for layout work. The work was used in a weekly event over the course of the last two years to bring in clientele on a weekly basis making Friday nights the best retail night of the week for The Asian Taste Restaurant & Lounge.

Graphic Designer/Marketing

Gamut Gallery - Minneapolis, MN - June 2011 to October 2012

One of the board chair members overseeing promotions, marketing, and design for all events and functions. Worked with other board members to come up with design ideas and feedback for logo, branding, and event flyers. Reported to Project Director with all project ideas and event coordination. This resulted in a full ad campaign of the MDA and its associated branches, The Slam Academy & The CoLab. The campaign has given a mass exposure of the association to the Minneapolis arts community and an exposure to the MDA Gallery.

Graphic Coordinator

PepsiCo - Burnsville, MN - May 2012 to September 2012

Designed all marketing material for the regional area. This area includes the North & South Dakota, Northern Iowa, Minnesota, & Western Wisconsin. All work reflected the designs of the current ad campaigns and distributed through Pepsi Corporate. Transitioned an old system into a current and modern model for PBC to work with at a corporate level of Pepsi. Created internal pieces for the use of charitable events.

Designer

Dare B Exclusive Clothing - Minneapolis, MN - September 2007 to July 2012

Designed logos, clothing, and accessories in Illustrator and Photoshop. Converted original drawings into digital format for application of logos in the company and for stitching onto clothing. This work was used to help create a specific image to a specific clientele and market to promote the clothing and gain exposure on a mass appeal scale.

Graphic Designer

Cal's Market & Garden Center - Savage, MN - May 2009 to May 2010

Designed banners, labels, map, production location signs, and endcaps to promote and locate products using Adobe Illustrator vector and sent off to print. The work was used to improve upon the image and ease navigation for Cal's Market. Using product location signs and promotional items to sell product and communicate on more effective level to Cal's clientele and customer base.

Graphic Design Instructor

Minneapolis Business College - Minneapolis, MN - July 2007 to September 2008

Instructed students in designing and developing work for portfolios and presentation to potential employers. Applied exercises and creative projects to better understand the idea of graphic design and the arts. Managed students in the profession of the graphic design industry. Placing 91% of all students effectively into jobs after graduation.

Graphic Designer

Oshkosh Truck - Oshkosh, WI - October 2000 to June 2001

Graphic Designer for proposal work for one of the world's leading producers of utility and military vehicles. Used problem solving skills, conceptual idea thinking, and efficient overlay of each proposal effectively landing multi-million dollar contracts for Oshkosh Truck.

EDUCATION

BA in Fine Arts

University Wisconsin-Green Bay - Green Bay, WI
January 2001 to January 2006

BA in Communications & The Arts

University Wisconsin-Green Bay - Green Bay, WI
January 2001 to January 2006

Associates

NorthCentral Technical Institute - Wausau, WI

SKILLS

Expert Adobe CS6 and older versions. Expert Microsoft Office applications

ADDITIONAL INFORMATION

Ad Federation - Minnesota Regional March 2007
University Wisconsin - Green Bay Alumni Association Dec 2006
Student Photographic Education Conference Oct 2006

Darkroom Assistant Spring 2006 - Fall 2006

Directed under Sarah Detweiler, assisted in duties for the darkroom which included cleaning, chemical mixing and changing, chemical process setup and help with questions from students.

Member of Art Agency Fall 2004 - Spring 2007

University of Wisconsin Green Bay art associated group that helped to raise funding for bringing in nationally acclaimed and credited artists. The group directed art gatherings and communicated with shows happening in the local, state, and national levels.