

Nathen Gross

Lebanon, PA - Email me on Indeed: [indeed.com/r/Nathen-Gross/b6cb2d0ff67f1c1c](https://www.indeed.com/r/Nathen-Gross/b6cb2d0ff67f1c1c)

Authorized to work in the US for any employer

WORK EXPERIENCE

Marketing & Animation Director

W.J. Strickler Signs - New Oxford, PA - May 2015 to Present

Building digital signage division (B2B Sales, Estimating, Project Execution, Client & Vendor Relations), managing and marketing company website and social media channels to generate leads, SEO and Article Writing, Google Adwords, Google Analytics and Search Console, Phone call tracking, Wordpress, Company IT Help Desk Support, email admin, Graphic Design, Video Production for website and YouTube, Animation to assist sales team with sales conversations. Key achievements: Built Digital Signage Division, Greatly Improved Website performance while cutting marketing budget, used animation in a way never used by company to take sales over the top to close.

Owner/Operator

NG Media LLC - Mechanicsburg, PA - February 2009 to May 2015

Website Sales (B2B), Technical Project Management, Client & Vendor relations. Hire and manage team of developers and artists. Produce a diverse range of technology, marketing, and communications projects within a variety of budgets. Most projects were new, custom website builds, including e commerce websites, with SEO & internet marketing campaigns. Also graphic design, video, and animation projects.

Graphics Manager

RITE AID CORPORATE - Camp Hill, PA - December 2007 to February 2009

Responsible for all video & broadcast animation/graphics, all Power Point presentation graphics for high level executives, manage projects, and manage freelance designers. Key Achievements: brought strong skill set, leadership, and experience to communications department, improved quality of graphics and built solid relationships with high level internal executive clients.

Motion Graphics / e-Learning Designer

JPL Creative - Harrisburg, PA - May 2004 to December 2007

Created graphics and animations for the Web, Desktop, Broadcast, and Live Events using 3DS Max and Adobe Creative Suite. Also worked on e Learning content design and development. Clients included Modjeski & Masters, PA Turnpike, Carlisle Productions, PHEAA, Tyco, Harman Stoves, Middletown Lumber, Keystone High School and York International. Key achievements: diverse experience allowed me to work on cross department/cross technology projects.

EDUCATION

AST Computer Animation & Multimedia in Computer Animation & Multimedia

The Art Institute of Pittsburgh - Pittsburgh, PA
January 1997 to December 1998

SKILLS

Sales (10+ years), Marketing (10+ years), Management (9 years), Graphic Design (10+ years), Animation (10+ years), Video Editing (10+ years), Information Technology (10+ years), Web Services (10+ years), Internet Marketing (8 years), Internal Communications (10+ years), Project Management (10+ years)

LINKS

<https://www.linkedin.com/in/nate-gross-aa78296/>

AWARDS

Omni Award for Marketing 3D Animation

June 2001

Part of Animation Team that was awarded for 3D Marketing Animations for Novellus Wafer Positioning Products.

CERTIFICATIONS/LICENSES

Certified Planar Installer

G2 Architecture

ADDITIONAL INFORMATION

Volunteer Service: Youth Impact Project Video Production 2015-present, [...] Wormleysburg Church of God Board of Directors, [...] SonPower Ministries Board of Directors