

JOHN BIER



CREATIVE-MINDED DAD

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PORTFOLIO

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ABOUT ME

I am a father of 2 boys. Just recently, my family & I left the unrelenting heat of Orlando, FL & are now residents of Sterling, MA. My only regret is not owning more coats. I possess an unquenchable thirst for learning & growing, as an individual, a father & as a professional. I'd much rather wear jeans & a t-shirt versus a suit & tie. I choose Star Wars over Star Trek anyday. I possess an unique & valuable combination of experience as a restaurant owner who succeeded in sales growth by way of marketing, branding & client retention. I am an experienced graphic designer with training as a web developer. I have experience in marketing & advertising from the client's perspective & that of the creative talent as well. I also have a great sense of humor & love buffalo wings.



OBJECTIVE

To obtain a position as an Account Executive or Graphic Designer in an Advertising agency.



EDUCATION

Christopher Newport University - Newport News, VA, 2000
Bachelor of Science, Business Administration

The Iron Yard - Orlando, FL, 2015
Web Development/Rails Engineering



EXPERIENCE

RAILS ENGINEERING STUDENT MAY 2015 - AUG 2015

THE IRON YARD Successfully completed this intensely immersive 12-week course. Became proficient in developing full-stack web applications using Ruby on Rails and many other associated technologies.

- Completed projects in both team and solo environments.
- Learned how to assess the client's needs, manage expectations and analyze the technical feasibility of projects within the given timeframe/deadline.
- Strict 72-hour deadlines for most projects/applications helped to promote the value of time-management and communication with the goal of producing a product that meets or exceeds the goals and expectations of the client.
- Gained invaluable experience and substantial training in back-end development and became familiar with many front-end languages and technologies.

CO-FOUNDER / CO-OWNER AUG 2009 - APR 2016

THE POUR HOUSE, LLC Successfully co-owned and managed a family-owned restaurant. Demonstrated strong work ethic and the ability to build lasting client relationships. Adept at communicating effectively with customers, vendors and staff. Ability to adapt, multitask, creatively and effectively solve problems in high-pressure situations. Involved in all decisions in every aspect of the business.

- Increased gross monthly sales from \$25,000 to over \$100,000 within first three years by using online/offline marketing strategies, promotions, branding & excellent customer service.
- Used graphic design/art experience, Adobe Photoshop and a wide-format printer to design, print and frame over 100 pieces of wall decor consistent with the new theme of the restaurant.
- Diplomatically communicated & managed a diverse staff from all walks of life.
- Amicably resolved guest complaints/concerns in order to ensure customer retention.
- Created and maintained a large and continually growing repeat customer base by consistently providing quality products at competitive prices, providing exceptional service and practicing solid business ethics.

OWNER/GRAPHIC DESIGNER 2006 - 2009

HUNG ART Launched an online printing business that specialized in the sale of wall decor in the form of canvas prints and high-quality posters. Without prior experience in either wide-format printing or Adobe Photoshop, I purchased a 44 inch printer and a copy of Adobe Photoshop. Created a successful business by demonstrating an ability to learn new concepts and technologies quickly, applying those new skills to ideas that are grounded in solid business fundamentals and never fearing new challenges.

- Became highly-skilled with Adobe Photoshop, creating over 200 different designs and reproductions in the first year. Designs were sold as canvas or paper prints in an online store.
- Increased monthly sales to over \$5,500.00 after first 18 months of business.
- Built relationships with businesses in Asia, leading to the export of over 500 prints per month to resellers in South Korea.
- Streamlined the sales and shipping process to increase efficiency.
- Recognized current trends, used Photoshop and creative talents to design new items consistent with those trends. Successfully sold those designs in my online store.
- Maintained excellent customer ratings and reviews by providing timely, honest communication and high-quality products.