

Neal Behrendt

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WORK EXPERIENCE

Freelance Graphic Design and Web Development // June 2015 - Present

Designing new and editing existing websites for B2B and customer-facing businesses, packaging design for album releases, display and print ad and collateral layout, prepping new pages for production, digital asset management, administering sites and quality assurance, UI wireframing and implementation.

- Implemented corporate styles and design language across corporate and ecommerce sites
- Branded new corporate websites, content production and upkeep for new sites

Marketing Coordinator // National Research Center // June 2014 - June 2015

Marketing strategy and execution, Branded content creation, communications campaigns, email marketing, copywriting, collateral layout and production, conference and trade show planning, managing social media accounts, web and email analytics tracking and reporting.

- Helped define first marketing position at the firm and establish marketing program
- Worked with management to apply business and revenue goals to marketing activities
- Doubled web traffic over course of tenure
- Oversaw rebrand of core firm product and services
- Established monthly editorial and promotional newsletter

Freelance Marketing and Advertising // Dec 2012 - June 2014

Focus on startups, small and local Colorado businesses as well as renewable energy firms.

Advertising: Creative direction, art direction, copy writing, layout, media buys.

Copywriting and Content: Features and articles, print and web collateral, press releases.

Design and Layout: User interface design for web, corporate collateral concept development and layout, print and online advertisement art direction and layout.

Marketing: Web analytics account management, branding, public relations management, communications campaigns, marketing strategy, social media account management and strategy.

Marketing and Media Manager // Next Generation Energy // Feb 2012 - Nov 2012

Content development, marketing and digital media strategy, design for print and online collateral, advertising strategy and production, managing social media accounts, public relations.

- Oversaw two product launch cycles
- Redesigned UI for corporate site
- Garnered monthly earned media placements in major solar industry trade publications
- Tripled web traffic during tenure

News Section Editor // Quaker Campus Newspaper // 2007 - 2011

Editing and assigning stories to staff writers, editorial planning, layout using Adobe InDesign, organizing weekly content meetings, and writing features for news section.

- Produced two news articles per week
- Exported final section layout for print run
- Conducted interviews and background research for articles

SKILLS

HTML, CSS, JavaScript, JS Frameworks, UI/UX design and wireframing, Adobe Photoshop, InDesign, and Illustrator, project management platforms (Basecamp, Glip), email marketing platforms (Constant Contact, MailChimp), Logic Pro, copywriting, print production and layout, social media strategy and management, product development and launch, music production and engineering, branded content creation and publishing.

EDUCATION

Whittier College Degree Completed 2011

Bachelors Political Science - 3.6 overall GPA

Fall 2009 in Copenhagen, DK - Københavns Universitat/DIS