

# Rusty Huber

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## Professional Summary

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Results-driven project management professional with extensive experience in leading cross-functional teams, managing budgets, and delivering projects on time and within scope. Skilled in developing efficient workflows, creating compelling proposals, mitigating risks, and fostering collaboration to achieve organizational goals. Adept at leveraging technical expertise, analytical skills, and strong communication to drive successful project outcomes and secure stakeholder buy-in across diverse industries.

## Work Experience

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### Project Manager

Godai Group LLC-Santa Ana, CA

January 2018 to Present

- Spearhead the design and execution of high-impact digital, print, and manufacturing visual media projects for four subsidiary companies, driving consistent brand identity across multiple platforms.
- Plan and implement comprehensive visual design strategies that align with business objectives, ensuring cohesive branding and enhancing product recognition in niche technical markets.
- Collaborate with cross-functional teams—writers, designers, and external vendors—to deliver visually compelling training materials and product documentation tailored to diverse professional audiences, from novice to expert.
- Lead creative direction in the development of multimedia assets, integrating innovative design solutions to support product education and communication objectives.
- Manage project timelines, resources, and budgets, ensuring timely delivery of visual media that aligns with both immediate and long-term organizational goals.
- Conduct quality control of all visual content, maintaining rigorous attention to detail to ensure clarity, accuracy, and alignment with brand standards.
- Develop and optimize instructional materials, including product visualizations and technical guides, ensuring information is accessible and impactful for a range of audience levels.

### Customer Success Manager

Nielson Marketing Services-Laguna Hills, CA

September 2022 to November 2023

- Managed key client relationships, ensuring the successful delivery of marketing, web development, and visual communication solutions tailored to meet client objectives.
- Provided strategic direction on visual design for customer-facing materials, including sales decks, video presentations, and print media, enhancing brand presence and communication effectiveness.
- Delivered expert consultation on multimedia projects, including digital advertising and custom web app development, optimizing clients' digital presence and aligning with their strategic goals.
- Developed visually compelling performance reports for sales teams, leveraging data visualization techniques to enable data-driven decision-making and improve overall campaign performance.
- Collaborated closely with clients and internal design teams to ensure consistent and impactful brand messaging across digital, print, and web channels, driving cohesive communication strategies.

## **Creative Director**

Manifest Creative Studios-Santa Ana, CA

November 2014 to January 2018

- Directed design and production teams of 2 to 15 collaborators to successfully execute complex web development, print, and multimedia projects, delivering tailored visual solutions for a diverse client base.
- Led end-to-end production of high-profile visual communication projects, such as corporate identity, marketing collateral, and digital content creation for over 20 clients, ensuring seamless execution and alignment with client objectives.
- Integrated cutting-edge media technologies to streamline creative workflows, improving project efficiency and quality while reducing client costs and maximizing return on investment.
- Designed and delivered free WordPress development workshops, contributing to the local business community by enhancing digital literacy and empowering small businesses with essential website development skills.
- Ensured all visual communication materials were meticulously crafted to meet the highest standards of clarity, accuracy, and brand consistency, significantly contributing to client success and long-term retention.

## **Marketing Specialist**

Jumpjet-Santa Ana, CA

December 2013 to October 2014

- Collaborated closely with the Vice President/Director of Marketing to coordinate and launch digital marketing and public relations campaigns, ensuring alignment with the company's strategic goals during its business launch phase.
- Designed a wide range of marketing materials, advertisements, and presentations that reinforced corporate branding initiatives and drove brand visibility in the luxury and high-net-worth market.
- Developed and executed co-branding campaigns with industry partners, enhancing brand recognition and expanding market reach through targeted collaborative efforts.
- Led market research initiatives that refined audience targeting strategies, resulting in more precise message delivery and increased penetration in key market segments.

## **Education**

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### **B.A. in Linguistics**

University of California-San Diego - La Jolla, CA

September 2002 to March 2006

## **Skills**

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- Adobe Creative Suite
- Data Visualization
- Visual Design
- Network support
- Content Creation
- Branding
- Staff training
- WordPress
- Linux
- Web Development

- Technical writing