

Bryen Graver

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8 years multi-media graphic, web, and marketing design experience for corporations and organizations.

Skills & Education

- University of Washington BA, Media & Communications, 2013.
- Adobe Illustrator, Photoshop, InDesign, Lightroom, and Acrobat.
- Product packaging & label design, including prepress and manufacturer liason.
- Brand identity development and production from conceptualization to launch.
- WordPress and the Elementor page builder system for creating and managing websites.
- Media campaign products including Mailchimp, Facebook/Instagram ad platform, Google Analytics.

Professional Experience

Wesco Group Inc.

Marketing Graphic Designer, 7/2017–Current

Lead creative vision & production on private label branding initiatives across print and digital applications. Liason between manufacturers and Wesco for packaging and brand deliverables. Support sales team with multimedia marketing and promotional material.

Key Achievements

- Led creative vision for 4 private label branding initiatives in tandem with CEO & Marketing Director.
- Designed packaging and labels for 15 unique B2B wholesale products.
- Facilitated creative and marketing assimilation of 6 company acquisitions.
- Executed 7 internal Wordpress web design projects from concept to launch.
- Successfully managed projects and communication channels between Wesco and 10+ manufacturers.

Graver Creative

Owner/Designer, 11/2014–Current

Design logos and timeless brand identities across a range of industries. Build effective Wordpress websites for regional and national-level organizations. Create marketing materials and programs for multimedia applications. Consult with small business owners to develop thorough, approachable brand and marketing strategies.

Key Achievements

- Designed marketing material for 7 international, executive-level events for Boeing.
- Created logos, brand identities, and marketing material for over 30 unique clients.
- Built and consulted 15 Wordpress websites across 7 different industries.
- Produced marketing material for four major regional cycling organizations.

Northshore Community Church

Digital Content Manager, 5/2013–7/2017

Executed digital and social campaigns from concept, to launch, to analysis. Create shareable digital video and static content for social channels. Designed marketing material for regional organizations.

Key Achievements

- Updated design & content layout, increasing email newsletter readership by 25%.
- Facilitated a 250% engagement growth across Facebook and Instagram channels.
- Directed the art and brand strategy of over 30 outreach campaigns.