

# Bryen Graver

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13 years multi-media design experience, 5 years digital and print marketing experience

## Skills and Education

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- University of Washington BA, Media & Communications, 2013.
- Graphic and website design and production – Adobe Illustrator, Photoshop, Indesign, Premiere Pro, WordPress.
- Creative direction - strategy and execution for print, digital and social marketing campaigns.
- Digital marketing - Salesforce, Hootsuite, Mailchimp, Meta, YouTube, Vimeo.
- Full-cycle video and photo production - storyboarding, management, launch and analysis.

## Professional Experience

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### Olympic Veterinary – *Marketing Manager, 10/2021-Present*

- Develop and execute a comprehensive direct mail strategy, increasing online contact form submissions by 30%, effectively bridging offline and digital engagement.
- Direct and produce full-cycle video content for product launches, managing all aspects of production including script writing, talent procurement, vendor arrangement, creative direction, and final output.
- Manage the company's digital presence including copy, graphic assets, sales tools, and analytics of the website to develop effective calls-to-action that drive an above-standard 6% conversion rate.
- Track and analyze KPIs to inform strategy adjustments, regularly conduct audits to ensure best practices and continuously evolve engagement strategies.
- Create annual and quarterly campaign calendars and reporting dashboards, enabling cross-department alignment and tracking of digital initiatives for improved impact.

### Wesco Group Inc. – *Marketing Graphic Designer, 7/2017-9/2021*

- Directed creative for 4 private label initiatives, collaborating closely with marketing and sales leadership to align strategic goals and deliver impactful branding.
- Designed and managed product labels and packaging for 15 B2B product lines, enhancing product visibility and market appeal.
- Built and launched 7 WordPress web design projects, creating engaging online experiences that reflect brand identity and support business objectives.
- Managed print production and communication with 10+ manufacturers and vendors, balancing production deliverables with sales team requirements to achieve seamless execution.

### Graver Creative – *Owner/Head Designer, 11/2014-1/1/2024*

- Developed brand strategies and visual identities for over 30 diverse clients, delivering tailored marketing assets for multimedia applications that elevate brand presence.
- Designed marketing materials for 7 international executive-level events for Boeing, ensuring high-quality visuals that resonate with key stakeholders and enhance corporate branding.
- Built and consulted on 15 WordPress websites across seven different industries, creating user-friendly and visually appealing online platforms that drive engagement and conversions.

### Northshore Community Church – *Digital Content Manager, 5/2013-7/2017*

- 250% engagement growth across Facebook and Instagram channels.
- Increased email newsletter readership by 25%, enhancing communication with congregation members and driving event participation.
- Managed quarterly and annual communication calendar to ensure timely messaging in conjunction with leadership messaging.
- Directed art and brand strategy of over 30 outreach campaigns, reinforcing the church's mission and expanding its community impact.