



Bryen Graver

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13 years design and production experience for print and digital media.

Skills and Education

- University of Washington BA, Media & Communications, 2013.
- Expert print & digital graphic design and production – Adobe Illustrator, Photoshop, Indesign, Premiere Pro.
- Website building & design – Wordpress, Yoast & Rankmath SEO, hosting and domain management.
- Creative direction – Creative strategy and execution for print, digital and social marketing campaigns.
- Digital marketing – Salesforce, Hootsuite, Mailchimp, Meta, YouTube, Vimeo, MOZ.
- Video and photo production - Creative direction, storyboarding, management, launch and analysis.

Professional Experience

Olympic Veterinary – Marketing Manager, 10/2021–Present

- Produce all company marketing, sales, and customer service assets including product catalogs, operator manuals, advertisements, technical illustrations and documentation, high quality product images, and more.
- Manage the execution of the direct mail marketing plan, overseeing production, budgets, and vendor relationships to ensure timely delivery and brand impact.
- Direct and produce long- and short-form product video content, including script writing, talent procurement, vendor arrangement, creative direction, and final output.
- Organize and manage the Olympic Veterinary visual identity, creating and implementing standards to enhance brand uniformity across all customer communications.
- 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.

Graver Creative – Owner/Head Designer, 11/2014–Present

- 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.

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

- Directed creative and developed print and digital assets for 4 private label brands, collaborating closely with marketing and sales leadership to align strategic goals and deliver impactful branding.
- Designed product labels and packaging for 15 B2B product lines for retail and wholesale applications.
- Designed, built and launched 7 WordPress website projects, creating engaging internal and customer-facing 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.

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

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