

MARSTON A. YOUNGER

GRAPHICS, DIGITAL & MULTIMEDIA MARKETING

CONTACT

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SUMMARY

I am a marketing professional with over 17 years experience using my creative problem-solving and design skills to develop multi-channel media campaigns that attract prospects into leads, nurture leads into customers, and delight customers into becoming advocates. I am seeking a creative and collaborative environment where I may use these skills to not only increase revenue, but improve the lives of my community and beyond.

EXPERIENCE

GRAPHICS AND DIGITAL MEDIA DESIGNER

Isolite Systems / Zyris, Inc. | 2014 - 2018

- Created integrated multi-channel marketing campaigns from concept to execution & metrics, working with Directors of Marketing & Sales.
- Orchestrated successful launch of print campaigns with award-winning results (Signet Research Inc. AdStudy Award).
- Researched target audiences, identifying opportunities for lead generation.
- Developed first social media strategy, maintaining a fresh, positive brand presence through routine engagement with prospects & customers.
- Developed customer-facing messaging, product positioning & technical writing, coordinating with Product Manager & Regulatory Affairs.

GRAPHIC, DIGITAL, & MULTIMEDIA DESIGNER

Freelance | 1999 - 2014

- Worked directly with clients to strategize creative solutions to meet client needs & identified KPIs to meet client goals.
- Conceptualized & created marketing material for a wide range of clients, including print ads & ad campaigns, direct mail, POS packaging & displays.
- Leveraged extensive knowledge of multimedia production for promotional video shoots, documentary, industrial, commercial & animation projects.
- Designed, constructed & implemented CSS/HTML landing pages & email marketing campaigns resulting in increased open & conversion rates.

PRODUCTION ARTIST

UC Education Abroad Program | 2003 - 2011

- Successfully established & adhered to a rigorous print production schedule, including the design of over 150 guidebooks & 75 brochures a year.
- Re-designed main website & coordinated with multi-national Study Center Directors to manage several satellite sites, including SEO & web analytics.
- Proposed, planned & executed Flash landing pages.

DATABASE/DIRECT MAIL MANAGER

Lobero Theatre Foundation | 2000 - 2003

- Designed & executed direct mail campaigns, raising more than \$265,000 for the beautification of the historic landmark.
- Maintained & organized donor database with stringent data hygiene.
- Wrote queries, generated reports & compiled annual revenue, capital campaign results & targeted address lists.

EDUCATION

HUBSPOT CERTIFICATION

HubSpot Academy | 2018

B.A. FILM STUDIES

MINOR IN RUSSIAN LANGUAGE & LIT.

UC Santa Barbara | 1999

UC Education Abroad Program

Dean's Honor List | 3.75 GPA

A.S. APPLIED DESIGN/MEDIA FILM

TECH. CERTIFICATE FILM/VIDEO PROD.

Allan Hancock College | 1995

Dean's Honor List | 3.58 GPA

KEY SKILLS

INBOUND & OUTBOUND MARKETING

- Project Management
- Multimedia & Interactive Design
- Illustration & Publishing
- Sound Design & Editing
- Web Development
- Office Administration

SOFTWARE & TECHNOLOGY

- Windows & Mac OS
- MS Office (Word, Excel, Outlook, PowerPoint)
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, Premiere, AfterEffects, Dreamweaver, Flash, Audition)
- HubSpot, Hootsuite, Facebook Business Manager
- Google Analytics, Call Rail, Domo, Asana