



JOEL BENNETT

Graphic Designer / Marketing Designer / Brand Consultant
www.joelbennettdesign.com

SUMMARY

I'm a multi-talented Graphic and Marketing Design professional with over 15 years of experience in developing creative and effective design solutions.

I've successfully collaborated and guided multiple in-house and external teams in designing, prepping, and implementing brand creatives.

My teams have published a wide collection of print designs for products and advertisements, web applications, and social media while enhancing the company's brand identity to ensure impact and effective designs.

CONTACT

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REFERENCES	Available Upon Request

-  [instagram.com/joelbennettdesign](https://www.instagram.com/joelbennettdesign)
-  [linkedin.com/in/joel-bennett-design](https://www.linkedin.com/in/joel-bennett-design)
-  [behance.net/joelbennett/moodboards](https://www.behance.net/joelbennett/moodboards)
-  [facebook.com/joelrbdesign](https://www.facebook.com/joelrbdesign)
-  [deviantart.com/joelbennettdesign/gallery](https://www.deviantart.com/joelbennettdesign/gallery)
-  twitter.com/JoelRBDdesign
-  [pinterest.com/joelbennettdesign](https://www.pinterest.com/joelbennettdesign)
-  [dribbble.com/JoelBennettDesign](https://www.dribbble.com/JoelBennettDesign)

SKILLS & SPECIALTIES



DESIGN PROGRAMS

For 15+ years, I've worked with the Adobe Suite apps and programs: Photoshop for digital image editing and manipulation, Illustrator for print, packaging, and logo design, with experience in InDesign, Premiere, XD for UX/UI, layout, and social media needs.



ECCOMMERCE PLATFORMS

I have extensive experience editing and designing several Shopify websites with local and off shore teams, worked with website builders such as Shogun, and PageFly.



EMAIL MARKETING

For 8+ years, I implemented email strategy, campaign management/creation, and flow initialization utilizing software such as Klaviyo, Mail Chimp, Shopify, and more.



ANALYTICS & WEB DESIGN

Utilizing multiple analytics software, such as Google Analytics, Hotjar, and more I've worked with developers and website building programs to create web-ready designs and content. I have a moderate proficiency with HTML, CSS to manipulate code.



PROJECT MANAGEMENT & PLANNING

I've mainly utilized the Microsoft Suite: Word, Outlook, Planner, Excel, PowerPoint, and Teams for project management and communication.

EXPERIENCE

2023

SENIOR MARKETING DESIGNER - Starfire Direct

- Took the lead in refining the brand layout, design, color palette, typography, and voice which grew the company to double its size and revenue.
- Collaborated with all departments on website, retargeting, and email marketing campaigns to triple revenue conversions.
- Onboarded and coached several management employees, internal designers, and external design teams.
- Researched market and competitor trends.
- Used Google Analytics, Hotjar, and other analytic insight marketing tools.
- Created, edited, and organized the departments digital assets for international and local print projects.

2015

ART DIRECTOR - Starfire Direct

- Increased the department to include several in-house designers.
- Collaborated with all departments on website, retargeting, and email marketing campaigns to double revenue conversions.

2013

GRAPHIC DESIGNER - Starfire Direct

- Developed creative collateral in alignment with company brand vision.
- Edited imagery and digital assets for website PDPs and banners.
- Implemented and tracked marketing campaigns through the website.

2008

FREELANCE DESIGNER - Joel Bennett Designs

- Developed creative collateral in alignment within project scope, budget, and client requirements.
- Managed the entire illustration process from project planning and conceptualization to final delivery.

2006

GRAPHIC DESIGNER - N.E.S.T.A. Exercise Training Certification

- Developed creative collateral in alignment with company brand vision.
- Created digital assets like logos, DVD cover art, flyers, digital imagery, and other instructional marketing materials.