

# MICHAEL GARRETT

MULTIDISCIPLINARY CREATIVE

## address

SEATTLE, WA

## work experience

## related proficiencies

- Adobe Creative Cloud
- Mailchimp
- Squarespace
- Shopify
- Facebook Ads Manager
- Google Ads Manager
- Final Cut Pro
- SEO/SEM Marketing
- Marketing Campaign Management
- Data Analysis

## education

University of Nebraska at Omaha

Bachelor of Studio Arts (B.A.)  
Graphic Design · (2013 - 2018)

## other professional experience

### Social Media Influencer Content Creator/ Photographer

- Under @AyYoMikeG, accumulated 550,000+ impressions on Instagram by creating compelling content for brands for paid and organic.

Clients: Lexus, Nike, Reebok, Marriott Hotels, Puma, New Balance, Express Men, Rolling Loud Music Festival, MVMT, Footlocker, Prime Society and Karhu

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Proven Creative in the retail, restaurants, music, and influencer spaces with a 6+ year track record of exceeding brand project goals and expectations. Pulling from experience managing 10+ brands across various of industries, I offer the expertise, confidence, and actionable understanding needed to successfully grow an organization's image in today's age of digital marketing, art, and social media.

I'm a natural integrator with a focus on building brands, sales and design.

July. 2020 - current

Likelihood

Seattle, WA

### Associate Creative Director

- Supporting the Creative Director with the development of concepts, strategies, and client presentations.
- Managing and supervising multiple projects and teams.
- Ensuring resources are allocated according to project needs.
- Directing the design and development of creative materials.
- Ensuring brand identity and message consistency across channels.

May. 2020 - July 2020

Forward Greens (Contract)

Seattle, WA

### Art Director

#### Accomplishments

- Determined how best to represent the rebrand concept visually
- Developed the overall look and style of advertising campaigns and rebrand commercial launch
- Managed and developed designs for graphic designers and other design staff to follow
- Developed unique strategies and builds for strategies within the digital arena to meet/exceed objectives
- Built and managed an automated email marketing program to work towards a D2C model.

Sept. 2018 - current

Capitol Hill Block Party

Seattle, WA

### Marketing Manager // Art Director

#### Accomplishments

- Increased social channels media engagement by **50%** across Instagram, Twitter, Facebook, LinkedIn.
- Created strategic plan and lead execution for **new influencer program**.
- Modernized website design that increased length of stay and click-throughs by **22%**.
- Increased ticket sales by **70%** YOY due to new marketing and brand strategy leveraging.
- Manage all aspects of marketing, including social media and paid ads for annual music festival of 30k+.

Sept. 2018 - current

Pike & Pine LLC

Lost Lake Cafe, Big Mario's  
& Comet Tavern

Seattle, WA

### Marketing Manager // Graphic Designer

#### Accomplishments

- Increased social channels media engagement by 36% across Instagram, Twitter and Facebook
- Increased overall revenue by 6% while reducing annual marketing budget by 17%
- Create monthly marketing plans and oversaw their execution.
- Manage annual marketing budgets between businesses.
- Produce creative assets for internal and external use, both creatively as well as effectively, in multiple media types, including, digital display ads, social content, digital signage, print collateral, and more.
- Directed aspects of social media, website, and content design.