# **BRIAN J. LUTZ**

(561) 352-0390 / [info@brianlutz.com](mailto:info@brianlutz.com)

Jupiter, Florida 33458

Dear Hiring Manager,

Please accept this letter and accompanying résumé as an expression of my interest in Kimley-Horn.

I can offer many years of experience in the areas of Digital Marketing, Graphic Design and Web Development coupled with business-interfacing skillsets such as negotiation, business communications and sales. Below are highlights of the key areas of expertise I can provide as a potential asset to your organization:

* Over 20 years of Project Management experience planning and executing multiple complex projects on schedule
* Managed Web Development & Design Teams for a multitude of clients including e-commerce websites
* Created and Managed Email Marketing Campaigns including graphic design

Please take the opportunity to review my enclosed résumé which details how effectively I can contribute to your company. I can be reached at the number or e-mail address listed and I hope to speak with you soon regarding all that I can offer.

With Regards,

Brian J. Lutz

Online Portfolio:  
<http://tinyurl.com/BrianLutz-Portfolio-2024>

# **BRIAN J. LUTZ**

(561) 352-0390 / [info@brianlutz.com](mailto:info@brianlutz.com)

Jupiter, Florida 33458

# 

**PROFESSIONAL EXPERIENCE**

**Snap Partners, LLC / www.SnapCares.org** – **Digital Developer, Graphic Designer, Email Marketing Specialist, E-Commerce Specialist**

Jupiter, Florida

07/2023 – 12/2023

* Graphic designer of E-Commerce campaigns utilizing Adobe Photoshop, Illustrator, Dreamweaver, Canva, Klaviyo, Shopify and Wordpress
* Successfully launched numerous online campaigns which continue to generate sales for national organizations
* Developed national online campaigns for www.CodeRedyotn.org, www.BarnofGrace.com, www.KennyHolland.com/#nft, @Swaggpicasso
* Designed and deployed Email & SMS/Text campaigns which included Excel list segmentation
* Created online marketing graphic banners for website, email and mobile platforms for campaigns.

**Z Natural Foods.com** - **Senior Graphic Designer, Product Label Designer, Email Marketing Specialist, Print Manager**

West Palm Beach, Florida

10/2014 – 06/2023

* Lead graphic designer of 400+ company sales marketing banners for website, email and mobile platforms
* Designed email marketing campaigns reaching over 250,000 clients worldwide
* Managed company-wide email campaign operations including holiday sale promotions, over 200 new product releases including educational updates
* Oversight and management of entire company’s product label printing operations
* Designed product label packaging to accommodate various size ranges and bulk printing production operations
* Spearheaded 3D graphic products label design for use on company website, Amazon.com and Walmart.com

**Sovi Digital.com** - **Email Marketing Specialist, Customer Relations Manager**

West Palm Beach, Florida

12/2013 – 08/2014

* Managed 25+ email marketing campaigns for local companies reaching 100K customers
* Drove company’s client relations through client-facing requirements gathering sessions
* Designed and deployed emails in Content Management System (CMS), Bronto, for premier clients
* Utilized CMS analytics to A/B Test email campaigns and subsequently performed post-send analytics
* Leveraged former SEO experience to enhance Facebook Ads and Google AdWords to promote email campaigns

**School of Rock, LLC** - **Director / Instructor**

North Palm Beach, Florida

07/2008 – 09/2013

* Directed 40+ students to deliver monthly live performances throughout the year
* Led team of 12 music professors to ensure on-time delivery of performances and
* ensured all students were individually ready for shows
* Main point of contact at school for new enrollment, current students
* Lead instructor on various musical instruments for private lessons

**NewsMax.com** - **Email Marketing Manager**

West Palm Beach, Florida

01/2008 – 07/2008

* Created and managed 250+ email marketing campaigns to drive merchandise sales using content management system (CMS, Dynamic Messenger)
* Mass-marketing emails reached over 1 million subscribers leading to over $250,000 in monthly sales

**Cotton & Company (CottonCo.com)** - **Web Site / Email Marketing Developer**

Stuart, Florida

03/2007 – 12/2007

* Created Photoshop graphics and coded HTML, CSS, Javascript and Flash for real estate websites
* Led email marketing campaigns for clients utilizing HTML and graphic layouts

**Weiss Research, Inc**. - **Web Site / Email Marketing Developer**

Jupiter, Florida

06/2002 – 05/2004

* Created Email Marketing, Promotions and Subscriptions
* Designed Photoshop graphics, HTML code and graphic banner ads for outgoing company emails

**Evolution Studios, Inc**. - **Client Website Project Manager**, **Customer Relations**

North Palm Beach, Florida

05/2000 – 06/2002

* Evaluated customer needs and client website requirements and delivered proposals/cost analyses
* Determined site flow and created site outlines
* Primary customer contact for the company handling all website sales calls
* Promoted to Project Manager after 6 months from website developer

**United States Army Field Band**  - **Staff Sergeant (E-6)**

Fort Meade, Maryland

03/1996 – 05/2000

* Musician (*Special Bands*) touring nationally and internationally representing the U.S. Army
* Eligible for promotion to Sergeant First Class (E-7)

**EDUCATION**

**University of North Florida**

Jacksonville, Florida

**Bachelor of Arts** (*Cum Laude***)**

**COMPUTER SKILLS**

**Operating Systems:** Windows **/** Mac

**Business Applications:** MS Office Suite

**Languages:** HTML, CSS, Javascript, Perl, CGI

**Software:** Adobe Photoshop, Illustrator, Dreamweaver, Canva, Klaviyo, Shopify, Wordpress