Brian Lutz

Jupiter, FL 33458

info (561) 352-0390

Dear Hiring Manager,

Please accept this letter and accompanying résumé as an expression of my interest in your company.

I can offer many years of experience in the areas of Email 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 projectson schedule
* Managed Web Development & Design Teams for a multitude of clients including e-commercewebsites
* 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 hope to speak with you in the near future regarding all that I can offer.

With Regards,

Brian J. Lutz Online Portfolio: http://tinyurl.com/BrianLutz-Portfolio-2024

Authorized to work in the US for any employer

# Work Experience

## Digital Developer, Graphic Designer, Email Marketing Specialist, E-Commerce Specialist

Snap Partners, LLC / www.SnapCares.org - Jupiter, FL June 2023 to December 2023

Snap Partners, LLC / www.SnapCares.org

* Successfully launched numerous online campaigns which continue to generate sales for nationalorganizations
* Developed national online campaigns utilizing Klavio and Shopify 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.

## Senior Graphic Designer, Product Label Designer, Email Marketing Specialist, Print Manager

Z Natural Foods.com - West Palm Beach, FL

October 2014 to April 2023

* Lead graphic designer of 400+ product label designs for various size packaging.
* Designed email marketing campaigns reaching over 250,000 clients worldwide
* Managed company-wide email campaign operations including holiday sale promotions, over 200+ newproduct releases including educational updates using Remarkety and Shopify.
* Oversight and management of entire company’s product label printing operations
* Created 2000+ company related graphics using Adobe Photoshop, Illustrator and Adobe Stock

## Email Marketing Specialist, Customer Relations Manager

Sovi Digital.com - West Palm Beach, FL December 2013 to August 2014

* Managed 25 email marketing campaigns for local companies reaching 100K customers
* Spearheaded 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

## Director / Instructor

School of Rock, LLC - North Palm Beach, FL

July 2008 to September 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 studentswere individually ready for shows
* Main point of contact at school for new enrollment, current students
* Lead instructor on various musical instruments for private lessons

## Email Marketing Manager

NewsMax.com - West Palm Beach, FL January 2008 to July 2008

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

## Email Marketing Developer

Cotton & Company (CottonCo.com) - Web Site - Stuart, FL March 2007 to December 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

## Web Site / Email Marketing Developer

Weiss Research, Inc. - Jupiter, FL June 2002 to May 2004

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

## Client Website Project Manager, Customer Relations

Evolution Studios, Inc. - North Palm Beach, FL May 2000 to June 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

## Staff Sergeant (E-6)

United States Army Field Band - Fort Meade, MD

March 1996 to May 2000

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

# Education

## Bachelor of Arts

University of North Florida - Jacksonville, FL

1995

# Skills

* Operating Systems: Windows / Mac

Business Applications: MS Office Suite

Languages: HTML, CSS, ASP.net, Perl, CGI

Email Marketing Software Platforms: Bronto Email (CMS), Dynamic Messenger Email (CMS)

Photo Editing/Graphics Design software: Adobe Photoshop, Adobe Illustrator

* Content marketing
* Email marketing
* Facebook Advertising
* Google AdWords
* E-commerce
* Content management systems
* Photo editing
* Graphic design
* HTML5
* Adobe Photoshop
* Adobe Illustrator
* Web development
* CSS
* Social media management
* Research
* Marketing
* Communication skills
* Project management
* JavaScript
* Windows
* Adobe Dreamweaver
* Adobe Creative Suite
* MailChimp
* Responsive web design • WordPress
* Front-end development
* Leadership
* Negotiation
* Customer service
* SEO
* A/B testing
* Microsoft Excel
* Google Analytics
* Web design
* Canva
* Microsoft Office
* Perl
* Photography