

# AARON MACK

*Visual & Motion Designer*

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I'm a visual designer, motion graphics artists, and geography nerd. I have lived across the globe and am currently a travelling freelance designer. I'm seeking a full-time role in visual design, motion graphics, or UX design.

## Experience

### **Product Marketing Manager** at *Better Walk*

February 2017 - June 2017 (5 months)

- Developed and managed product brand and B2C sales strategy
- Designed and implemented a new e-commerce website using HTML/CSS, Shopify, and Webflow

### **Digital Marketing Manager** at *ThermalTech*

July 2016 - January 2017 (7 months)

- Managed a B2C sales funnel strategy from customer attraction to fulfillment.
- Built and managed an e-commerce website using Ecwid and Webflow.
- Launched a new line of jackets with a 250% improvement on e-commerce sales over 6 months versus projected sales goals.

### **Vice President of Marketing & PR** at *AIESEC in the United States*

July 2014 - June 2016 (2 years)

- Tasked with developing a technical web strategy for capturing, managing, and converting leads
- Re-branded entire product portfolio, rebuilt online platforms using HTML/CSS and Webflow
- Re-focused our social content to generate 8,000+ leads from our student market
- Managed a volunteer force of 35+ marketing student leaders on campuses and their respective teams to success and managed 80+ student leaders across conferences and events
- Reduced annual conference losses from ~\$350k to a break-even in one year and introduced 6 new partners to the organization including Middlebury College and STA Travel

### **Marketing and Design Specialist** at *Residential Life at The University of Missouri* April 2011 -

December 2013 (2 years 9 months)

- Full-time internship in the summers and part-time during the academic year
- Specialized in content production: Audio-visual, print, web, and textile
- Produced over 200 shirt designs, 2 custom-made planners, and over a dozen motion graphics

## Education

### **University of Missouri-Columbia**

Bachelor of the Arts, Geography, 2010 - 2014

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