

AARON MACK

Visual Designer & Digital Marketer

hello@aaronmack.me // 210.373.4806

Work Experience

Motion Designer @ New Engen

June 2018 - Present • Seattle, WA

- Work agency-style with teams of marketers to plan and design ad campaigns
- Design and launch video and static creative optimized for Facebook, Instagram, Youtube, Snapchat, Twitter, and Google Display Network for a variety of clients large and small.

Freelance Visual Designer & Product Marketer

July 2017 - Jun 2018 • Remote

- I worked with a variety of clients to produce logos, prints, videos, and websites.

Product Marketing Manager @ BW Health

February 2017 - June 2017 • Atlanta, GA

- 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 @ ThermalTech

July 2016 - January 2017 • Merida, Mexico

- Managed a B2C sales funnel strategy from customer attraction to fulfillment.
- Built and managed and 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 @ AIESEC in the United States

July 2014 - June 2016 • New York, NY

- Tasked with developing a technical web strategy for capturing, managing, and converting leads
- Re-branded entire product portfolio, rebuilt online platforms using HTML/CSS, Webflow, Hubspot, and Salesforce
- 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

Marketing and Strategic Communications Intern @ Residential Life at The University of Missouri

April 2011 - December 2013 • Columbia, MO

- 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

B.A. Geography @ The University of Missouri

Autumn 2010 - Spring 2014 • Columbia, MO

- Full-time internship in the summers and part-time during the academic year.
- Specialized in content production: Audio-visual, print, web, and textile.
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