Tom Bruton

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GRAPHIC DESIGNER

A lifelong creator of appealing and effective on-brand marketing and UX strategies. I Design for web, email, social media and print marketing, and develop brand identities from the logo design process through to the style guide. I produce artistic or technical illustrations for enhancement or instruction, in all digital and traditional mediums.

My work archives can be viewed on: [Facebook](#) and at [Tom Bruton](#).

WORK EXPERIENCE

Monmouth Conservation Foundation – *Middletown, NJ*   2013 to Present
WEBSITE and EMAIL MARKETING DEVELOPER – Remote Contractor

Maintain a healthy web presence for this land conservation fundraising entity. Manage online marketing UX for highly engaging fundraising activities and events, both live and virtual.
- Coordinate with lead designer and staff to build successful fundraising campaigns and events through web pages, email marketing, direct mail.
- Customize each campaign's payment gateway experience.
- Maintain a thoughtful and brand-centric web presence through newsletters, blogs, and campaign epilogues.

Studio B – *South Portland/ Bath/Topsham, Maine*   1995 to Present
ART DIRECTOR

Operate a full service design & marketing agency, delivering promotional assets for small & medium sized businesses and non-profits, nationwide.Provided outstanding customer service to 40+ clients, simultaneously. Helped reach their marketing goals and chart successful and cost-effective design strategies and fundraising campaigns.
- Collaborate with clients in the draft and revision process, assuring satisfaction, maximum income, and/or relevant messaging.

WORK EXPERIENCE   *continued*

- Create end-user files for: Direct mail, signs & banners, digital kiosks, mobile apps, ad specialties, garments, websites, email marketing, etc.
- Build custom websites for businesses and non-profits across the US, from *brochure* to large membership and ecommerce sites.
- Help new businesses establish a web presence, including domain registration and SEO.
- Review/troubleshoot current websites for potential improvements.
- Compare client needs to available platforms/hosting levels and guide accordingly.
- Work with datacenter to quickly acquire and set up hosting server and platform.
- Build interactive forms and assets for client/customer/donor interactions and UX, including tutorials and surveys.

PeoplesChoice Credit Union – *Saco, Maine*   2010 to Present
MARKETING DESIGNER – Remote Contractor

Provide effective marketing design & strategy for this growing, local credit union.

- Create effective and popular marketing campaigns through web pages, mass email, and social media campaigns. Created joint marketing ventures with local vendors.
- Maintain superior branding through signage, in-branch displays, ad-specialties.
- Partner with global financial institutions to provide banking account portals, mobile app branding, and credit card marketing campaigns.

PROFESSIONAL PRACTICES / WORK STYLE

I am client-focused, with outstanding communication and collaboration skills, verbal and written. I build and maintain solid working relationships with clients, producers and stakeholders.

- Strengths in diplomacy, advocacy, patience and fairness.
- Familiar and effective in demanding conditions, deadlines.
- Inherently curious, anxious to learn, analytical and alert for opportunities to improve and streamline.
- Experienced with consulting, presenting and conferencing - remote and in-person.
- Highest level of accountability and integrity, safeguarding client privacy, diligent record-keeping practices including file/site backup and safe storage.

- Expert in all aspects of traditional and digital graphic design & marketing, branding, logo design, copy writing, typography, illustration, photo-editing/rendering, data forms, presentations, info-graphics, mechanical and architectural drafting. Pen & ink, oil, acrylic, watercolor & airbrush painting. Screen printing.
- Expertise with design software: Adobe -all, Corel -all, Canvas, Canva, Sketch
- Regular use of office software: Microsoft -all, Google -all, Intuit, Mozilla
- Experienced with:
- Developer and server apps & environments: Wordpress, Squarespace, Wix, Cpanel, FTP Apache, MySQL, DonorPerfect, Donorbox, Paypal, Shopify, Woo Commerce..
- Email and social marketing channels: Facebook, Instagram, Twitter, Constant Contact, Mail Chimp, LinkedIn, Youtube.
- Coding languages: HTML -all, CSS, Perl, Javascript, PHP.
- Mac & PC hardware and OS, laser and inkjet printers, scanners, digital cameras and mobile devices.