

GRAHAM STAMAN

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OBJECTIVE & OVERVIEW

- I'm a driven marketer with four years of experience in digital, traditional, third party, direct marketing, analytics, and advertising. Digital marketing and content creation are significant strengths, as I have in-depth knowledge and notable skills in this area. I have experience with account management, business development, writing, editing, copyright, and contract development. My mindset is to take roles that can best leverage my expertise to create results for organizations.
 - Most recently, I've worked with high-level law firms on managing and creating brand content as well as ad campaigns promoting their businesses. I also have extensive experience in the hospitality industry. My experience overseeing tastings, managing rehearsal dinners, and more has led me to other compounding opportunities. I also have experience in hospitality marketing & resort sales booking processes with four-diamond resort systems.
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MARKETING & COMMUNICATION SKILLS

Marketing Highlights: Graphic design, video editing, & content development. Direct marketing. Website SEO & app SEO. Facebook Ad creation, editing, analysis, and management. Radio copyright, newspaper copyright, and ad creation. Copyright and ad management.

Applications: Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe Lightroom, Delphi/Salesforce, Google Suite, Microsoft Office Suite, Facebook Ad Manager, WordPress, Pardot by Salesforce, Mail-chimp, Trello, Slack, Slick-Text, DropBox, Survey Monkey, Zoom, Etc

EXPERIENCE

Freelance & Contract

Graphic & Web Designer
April 2021 - Current

- Create social media for clients, including small businesses, non-profits, athletes, etc.
- Design motion graphics, provide video editing, & miscellaneous design requests
- Communicate with clients regarding design needs & changes as necessary
- Manage & update website design

CONTINUED

EXPERIENCE CONT.

Scorpion Design, LLC

Social & Content Manager
September 2020 - March 2021

- Create social media & blog content for 20-40 clients every month, including graphics, copy, blog articles, SEO strategy & more
- Create, manage, & analyze paid media and promotions for each client monthly
- Build social media reports & communicate analysis to clientele, directors, & VP's

Delaware North - Tenaya Lodge At Yosemite

Sales Admin
August 2019 - August 2020
(COVID-19 Layoff)

- Build, edit, & customize resort contracts resulting in +\$1,000,000 bookings with Fortune 500 clients
- Create and edit resort proposals
- Qualify and manage new leads
- Administrate lead management systems
- Implement procedures in sales process
- Assist managers & marketing as needed

Gravy Work Technologies

Marketing Coordinator
February 2019 - June 2019
(Apprenticeship)

- Strategy & implementation
- Formulating recruiting strategies
- Produce business development with ads
- Writing app notifications & email templates
- Editing, managing, and presenting market analysis to senior-level team & CEO
- Company proposal meetings for partnerships
- Graphic design & developing persuasive marketing material
- Account management & communications
- Marketing analytics & demographics

Shoe Theory Inc.

Founder & Operator
January 2019 - 2020

- Designing, testing, sampling, creating, & selling footwear products
- Developing marketing campaigns resulting in a win of \$5,500 in pre-orders & funding
- Proposing an 18-page design technical packet to manufacturer
- Sales & marketing of product

CONTINUED

EXPERIENCE CONT.

Rock Valley Credit Union

Customer Development

August 2018 - September 2018

Contracted - 6 weeks

- Customer development & customer surveys
- Composing and editing feedback documents for the client base
- 6-week contractual agreement for customer analysis and development

Henrici's Catering

Managed Events

August 2016 - December 2018

- Leading & training a team of 9
- Composing a new process for new hires
- Managing tastings, rehearsal dinners, and events for client business development
- Writing communication for higher-ups and client development
- Serving, prep work, dishwashing event set-up & more.

EDUCATION

Praxis (College Alternative)

- In-depth marketing experience
- Project-based learning
- 30 Day blog challenge
- Developed-personal brand
- Emphasis in marketing
- Other professional development
- Leadership training

Hononegah High School

- Starting two startups companies
- Trading penny stocks
- Business incubator
- Networking Events

OTHER SKILLS

- Hardworking & extremely driven
- Strong presentation skills
- Personable & collaborative
- Innovative & creative
- Great attitude

OTHER INTERESTS

- Human & consumer behavior
- Constant
- Shoe industry knowledge
- Public speaking