

William

Bristol

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ABOUT

Designer | Marketer

I am relentlessly resourceful, a jack of all trades, and a consummate creative on a mission to spread good work to the world.

EDUCATION

University of Central FL
BFA, Graphic Design 2010

SKILLS

Office suite, Illustrator, InDesign, Photoshop, Lightroom, Google Analytics, Google Ads, G-Suite, HTML, CSS, Project Management, Campaign Management, Brand Identity and Management, Email Marketing, Push, SMS, In-App Marketing, HubSpot, Emarsys, Activecampaign, Mailchimp, Twilio, Attentive, & More.

WORK EXPERIENCE

ENGAGEMENT MARKETING MGR. at TrueFire Studios

Jun 2022 - Current - I focus on engagement marketing tactics, strategy, and implementation for TrueFire Studios. We take great care to communicate to our students when & where they need us to provide the best use of our services possible.

EMAIL MARKETING at TrueFire Studios

Sep 2021 - Jun 2022 - Managed all the email output from TrueFire and JamPlay of TrueFire Studios. Including a tool migration.

BRAND MGR. at Chicago Music Exchange

Feb 2020 - Sep 2021 - Managed a stellar team of marketers, from copywriting to social strategists, while implementing and overseeing marketing campaigns, tools, and levers.

LEAD DESIGNER at Chicago Music Exchange

Aug 2017 - Feb 2020 - Implemented and collaborated with the marketing team to show off the best collection of vintage instruments and awesome events at one of the coolest music stores in the country.

DESIGNER at P.S. Greetings

Nov 2015 - Nov 2017 - Designer, Illustrator, and Copywriter for all seasons. Products included: greeting cards, stickers, packaging design, buttons, textiles, and promo materials.

SALES - RADIO PROMO - WAREHOUSE MGR. at Drag City

Aug 2011 - Nov 2015 - I was responsible for many different duties at the independent record label over the years, where I learned a lot about the music business, media distribution, and promotional cycles. Indeed, work to cut one's teeth too.

SPECIAL PROJECTS

Freelance Design & Marketing

The Comedy Bar - Andrew Rothmund Photography - Buck Records

Chicago Music Exchange Website Redesign

Completely migrated and redesigned the website.