

RYAN BUDLONG

Marketing & Media Specialist | Creative Director

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Santa Rosa, CA

EMPLOYMENT HISTORY

Adobe Road Winery / The Racers Group - Creative Director

2013 - Present

Boutique Petaluma Winery & Professional Aston Martin, Lamborghini & Porsche race team

- Management of creative department, working directly with executives, Marketing, Sales, Hospitality and Services departments
- Lead designer managing process from concept to completion on all creative elements for multi-industry company
- Project planning and implementation of consistent design guidelines to increase marketing exposure, lead generation and customer engagement
- Strategy, design, development and management of multiple websites as well as digital media including but not limited to Social Media, video production, email campaigns and photography
- Worked closely with vendors and production teams to meet budgetary and scheduling requirements
- Implemented automated systems for scheduling, collaboration, marketing and data collection
- Structured and managed archival process of company media libraries
- Management of email lists, target strategies, campaign development and analytic reviews
- Daily Responsibilities: social media marketing, web development/maintenance, e-mail campaigning, graphic design, budget management, photo retouching, color proofing, press checks, file formatting, in-house print production, media archiving, e-commerce development, trade and sales support, equipment maintenance, light IT assistance
- Design & Production Elements: wine label design, custom social media graphics and animations, 30+ page catalogs/brochures, assorted flyers, custom packaging, signs, banners, logos, e-mail campaigns, video shorts, interactive PDF, race car vinyl designs and vinyl installations (sign and auto)

RB Creative Media - Owner/Web Master/ Graphic Designer/Illustrator

2002 - 2013

Independently operated design firm working both in New York City and locally in the Greater Bay area.

- One-on-one consultation with clients from sole proprietorships and small businesses to larger corporate entities
- Executed design initiatives, branding strategies and comprehensive marketing packages
- Collaborated with print vendors and other design specialists

TECHNICAL PROFICIENCY

EXPERT

- Photoshop
- InDesign
- Illustrator
- MailChimp
- After Effects / I Movie
- Autodesk Sketchbook

WEB EXPERIENCE

- Advanced HTML5, CSS3, & PHP
- Search Engine Optimization
- Wordpress, Bootstrap
- Cross-Browser compatibility
- Basic Java script & JQuery

ADVANCED

- Google Business
- Microsoft Office Suite
- Large format printers
- Complex print systems
- Plotters

E-COMMERCE

- WineDirect (Vin65)
- Big Commerce
- Nexternal

PLATFORMS

- MAC, PC, Wacom Stylus

PROFESSIONAL EXPERIENCE

- Project management
- Graphic design
- Web Design
- Web development
- Social media
- E-mail campaigns
- Trade Show Staging
- Print production
- Illustration
- 3D Schematics
- Business proposals
- Sign making
- Color proofing
- Press checks
- Media archiving
- File formatting
- Photo & video editing
- Packaging design
- Apparel design
- Automotive vinyl wraps
- Character design
- Story boarding

EDUCATION

East Carolina University - Bachelor of Arts, Painting and Drawing

2002

ABOUT ME

When not focused on a project you can find me enjoying life in Sonoma County with my family. I'm a fan of all things culinary, from a good restaurant, a beautiful wine or pleasant day at the farmer's market. I've worked in the restaurant and hospitality industry at all levels for more than twenty years, including establishments such as Nobu, Les Halles in New York and Central Market in Petaluma. I'm a sucker for pop culture, most of all superhero comics. I also like passing the time on handy-man projects at home, riding bikes with my wife and kids, or playing a little soccer.

VIEW WORK SAMPLES AT



BUDLONGDESIGN.COM