




CONNOR TIETZ

MARKETING AND DESIGN

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EDUCATION

2013 - 2017
Illinois Wesleyan University
Major: **BA Business:
Marketing Concentration**
Minor: **Graphic Design**

SKILLS

Design Tools

- Adobe Creative Suite
 - Illustrator
 - InDesign
 - Photoshop
 - Dreamweaver
 - After Effects
 - Premier Pro
- Figma
- Sketch
- Framer

AI Skills

- Adobe Firefly
- Midjourney
- Google Gemini
- CoPilot
- OpenAI ChatGPT
- Descript

Google

- Google Ads Certified
- Google Street View Certified

Video/Photography

- Onsite videographer
- Action photography

Web Development

- HTML5
- Bootstrap
- CSS3
- Wordpress
- JavaScript
- MailChimp & CC

Microsoft Office

- Word
- Power Point
- Excel
- OneNote

WORK EXPERIENCE

Radancy

Art Director _____ **Nov 2022 - Present**

DESIGN

- Implement design changes to social media that rose engagement for multiple clients up to 20%
- Shoot, produce and edit video for all platforms including motion graphic animation.
- Collaborate with copywriters to develop and execute storytelling-focused campaigns that support client goals
- Develop full creative brand strategy, style moodboards, staged websites with AI and presentation decks for campaigns and business pitches

MANAGEMENT

- Oversee art direction and design across web, digital, social, traditional media for healthcare, tech, and consumer brands
- Guide and support junior designers to enhance creative quality while ensuring brand consistency across all projects
- Work closely with project managers, strategists, and external partners to coordinate priorities and streamline workflows

CLIENTS WORKED WITH

- Aldi, Disney, Ochsner Health, Chipotle, UNM Hospitals, ProMedica, EY, Capital One Sherwin-Williams, Cigna, British American Tobacco, UPS, Wellstar Health System

West 360 Marketing

Creative Director _____ **Oct 2017 - May 2024**

- Lead digital creative content for medical practices, video editing, communication, landing pages, and websites
- Successfully tripled the average amount of visitors for a dermatology practice by implementing SEO Strategy
- Google Certified to operate in Ads and Analytics to help run digital campaigns
- Provided upkeep of client needs with event pages updates, email campaigns, and new print marketing material
- On-boarded 14 new medical practices bringing branding up to up to date.

True Lacrosse, LLC.

Creative Director _____ **Nov 2021 - Nov 2022**

- Oversaw branding and creative control over 8 new state markets within 6 months
- Created new branding for international scale lacrosse event
- Daily tasks included the creation of logos, flyers, websites, photography, and social media graphics/videos
- Managed workflow and employees to meet project deadlines

Web/Graphic Design Specialist _____ **Jun 2020 - Nov 2021**

- Created design standards for brand while also establishing presence on social media
- Provided on-site photography for local events to help promote brand

Identiti, LTD.

Graphic Designer _____ **Jun 2016 - Apr 2018**

- Worked with ownership to rebrand and create new company website while also implementing SEO strategy
- Hired on from Graphic Design Intern to full time Graphic Designer