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August 2025

Attn: Hiring Manager,  
**Human Resources**

Sean Carter

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## **JOB REF: MARKETING POSITION**

Attn: Hiring Manager

As an accomplished creative with extensive marketing and art direction experience, I was very interested in learning about the marketing opening. I offer over 20 years of experience working in design with advertising and marketing in different capabilities and assistance. My last position, before I graduated with my second bachelor's degree (marketing), was at an advertising agency where I was responsible for:

- Utilized my artistic ability with my design insight to create and produce many pieces that included a hand-drawn element, including a short animation for a viral tweet on the official BootBarn twitter for their 28,000+ followers.
- Worked full-time while also working on my second degree from California State Fullerton and raising a family which shows my ability to keep organized, time management, and work hard to accomplish goals.
- I also had a short internship where I led a small group to conceptualize, design, and implement a full-scale online social media campaign with no budget and tight time constraints. As well as tracked, adjusted, and ran the campaign across multiple platforms; using CSUF Marketing Department's Facebook, Twitter, Youtube, Instagram, and Pinterest accounts.
- I've used the whole Adobe suite in one form or another since the early 2000s, mostly using Photoshop, Indesign, and Illustrator. I have experience with 3D, video, and I'm a very fast learner who has a history of picking things up very quickly and I believe that was why I was able to work full-time, raise a family, and go back to school for the past 5 years.

Consistently recognized for outstanding performance, I was always willing to assist in any capacity I could. I have a deeply profound understanding of design and art which combined with my experience in advertising and my new degree in marketing gives me a versatile edge over many other applicants.

In 2017, Mindshare Creative experienced a significant workforce reduction, which led to the elimination of my position. Since then I have remained active in freelance, finishing my degree, staying current with Lynda.com lessons, and of course enjoying the birth of my son.

I am confident that my ongoing studies and degree combined with my successful experience in the field will enable me to aggressively pursue new marketing possibilities and improve return on investment (ROI) for your prestigious company. Thank you again for the opportunity to have an interview with you, and I look forward to speaking with you..

Sincerely,



Sean M. Carter

# SEAN CARTER

MARKETING PROFESSIONAL

## EXECUTIVE SUMMARY

A veteran of the United States Army who has worked with graphic design and advertising for over 20 years. Taking my knowledge and experience of design, advertising, teaching, and marketing to continue my career in marketing. LinkedIn: @seanmichaelcarter

## EXPERIENCE

### **Oak Tree Business Systems, Inc.**

*Acting Director of Marketing*

06/2019 - Present

I managed a team: reorganized client projects, and improved operations. I contributed with my graphic design skills, marketing knowledge, and advertising experience. Created marketing plans and implemented strategies. Online advertising with Google Ads and Bing and social media platforms LinkedIn, Facebook, Twitter, Pinterest, and others. I was in charge of, improved, and maintained SEO, web design, analytics, email, and direct mail campaigns, advertising, budgeting, and inventory, as well as many other responsibilities. I redesigned the website and marketing plan when I took over the responsibility of the director.

### **Stompgrip, Inc.**

*Marketing Director*

08/2018 - 03/2019

Entirely in charge of all design, creative assets, and marketing for Stompgrip. I created and implemented an informal marketing plan. Competitive research, branding and made all the marketing assets from stationery to advertising and market assets. I was the Creative Director, Marketing Director, and Social Media Director. In charge of complete social media programs on Facebook, Twitter, YouTube, and Instagram, as well as created a Pinterest account. I developed and implemented plans to improve SEO, awareness, and interest in the brand, website, and social media outlets. Responsible for significant gains in conversions, KPIs, and positive reviews from consumers. **I was laid off.**

### **Mindshare Creative**

*Art Director*

08/2014 - 03/2017

In collaboration, and as an individual, assisted, devised, and executed creative marketing and communications campaigns that were in line with the branding guidelines of the clients. I utilized my extensive experience with InDesign, Photoshop, Illustrator, marketing, advertising, graphic design, art, MS Office, and communications to create and execute a variety of designed pieces including, but not limited to: emails, websites, large format prints, trade show graphics, in-house collateral, print and web advertisements, catalogs, direct mail, and other campaigns. **I was laid off.**

### **California State University**

*Social Media Marketing Intern*

09/2016 - 12/2016

Led a small group to conceptualize, design, and implement a full-scale online social media campaign with no budget and tight time constraints. Tracked, adjusted, and ran the campaign across multiple platforms, using CSUF Marketing Department's Facebook, Twitter, YouTube, Instagram, and Pinterest accounts. Developed, created, and executed the visual, creative, and written elements that utilized the social media accounts. Created a persona we used to design the marketing materials and employed a social media calendar to maximize KPI. **Was a temporary position.**

### **Orange Unified School District**

*Teacher for Graphic Design & Animation*

08/2013 - 07/2014

Created two entire curricula without a pre-existing template within 72 hours to teach over 140 high school students how to apply the principles and elements of design and gain proficiency in using Adobe Creative Suite (Photoshop, InDesign, Illustrator, Microsoft Office in a Macintosh environment). Managed and led the two classes through a whole year to show the necessary fundamentals of design and animation skills while giving the students a real-world opportunity to create projects and experience authentic design critiques. Taught them to produce work for both print and internet. **I was laid off.**

### **Quiksilver**

*Digital Artist & Catalog Marketing Manager*

09/2010 - 07/2013

Conceptualized, created, and produced 6-10 different catalogs a season for DC shoes global brands, which were printed and made available online for tens of thousands of employees to use in selling millions of dollars in products while using Adobe Creative Suite (Photoshop, InDesign, Illustrator, Microsoft Office in a Macintosh environment). I also used other resources such as EasyCatalog and Adobe Acrobat. **I was laid off.**

### **DGWB Advertising**

*Graphic Designer*

09/2007 - 10/2008

Developed, created, and executed printed and web materials for an extensive portfolio of clients, including but not limited to retail, financial, marketing, agricultural, hospitality, and other goods and services using Adobe Creative Suite (Photoshop, InDesign, Illustrator, Microsoft Office in a Macintosh environment). **I was Laid off.**

## EDUCATION

2017    **Bachelors Degree | Marketing** | California State University, Fullerton

2005    **Bachelors Degree | Visual Communication** | Westwood College, Anaheim

# OAK TREE BUSINESS

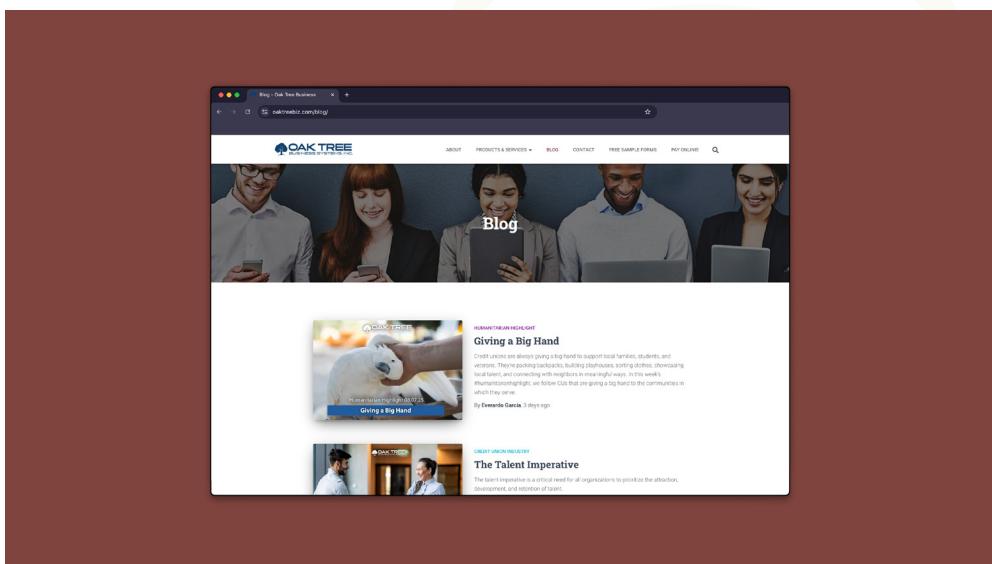
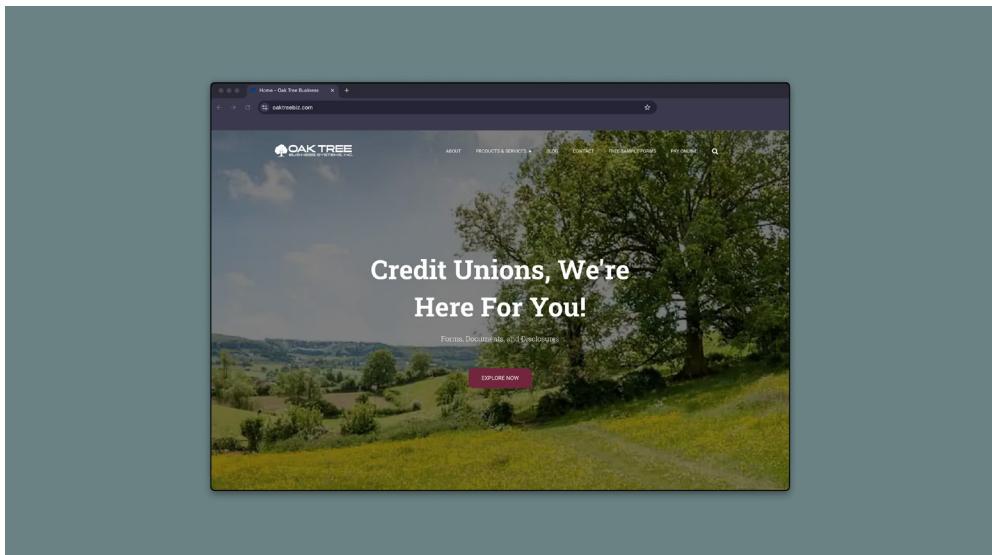
MARKETING DIRECTOR | IN-HOUSE

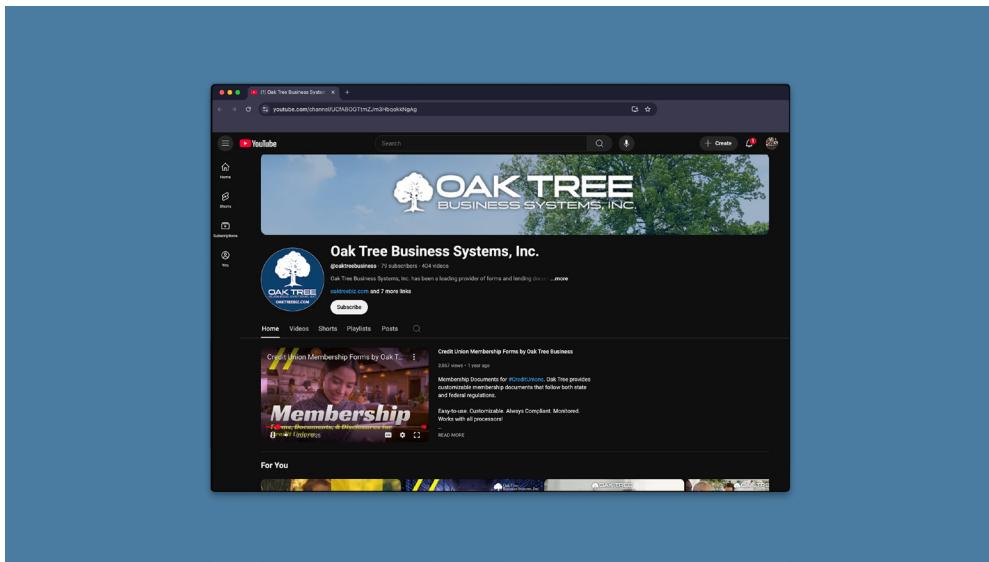
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Since 2019 I have been in charge of all designs, marketing, and strategy for Oak Tree Business Systems, Inc.

A major provider of forms in a niche field I was able to redo all marketing materials, create a new branding guidelines, and implement many marketing projects and strategies.

Positive changes in social media, SEO, and goodwill in the industry.





## Services

- Marketing
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Art Direction
- Animation
- Branding
- Branding Guidelines
- Concepting
- Creative Design
- Cuts & Folds
- Graphic Design
- Freelancing
- Illustration
- Logo Design
- Powerpoint & Slides
- Print Production
  - Direct Mail
  - Posters
  - Brochures
- Stationary
- Video
- Web Assets
  - Artwork
  - Social Media



# BOOT BARN

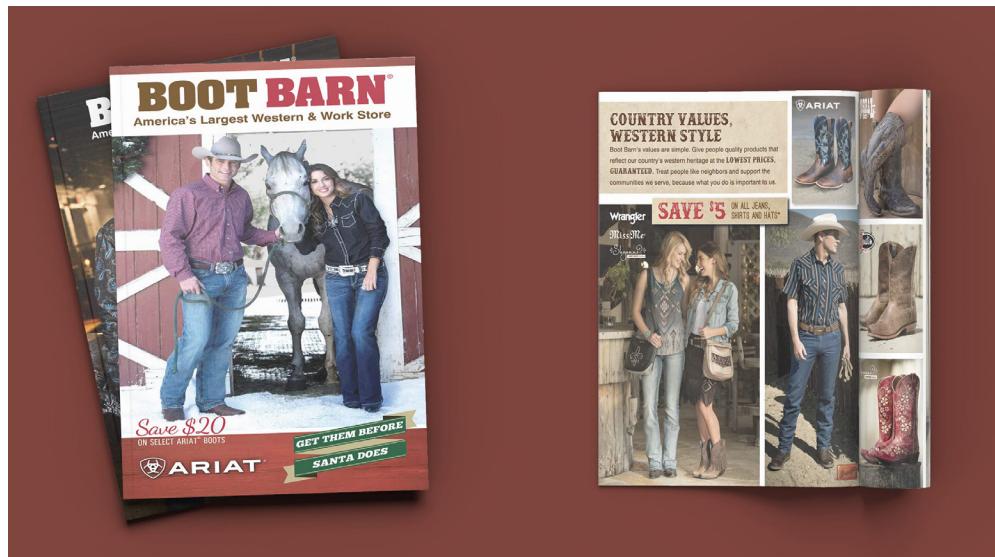
ART DIRECTOR | MINDSHARE CREATIVE

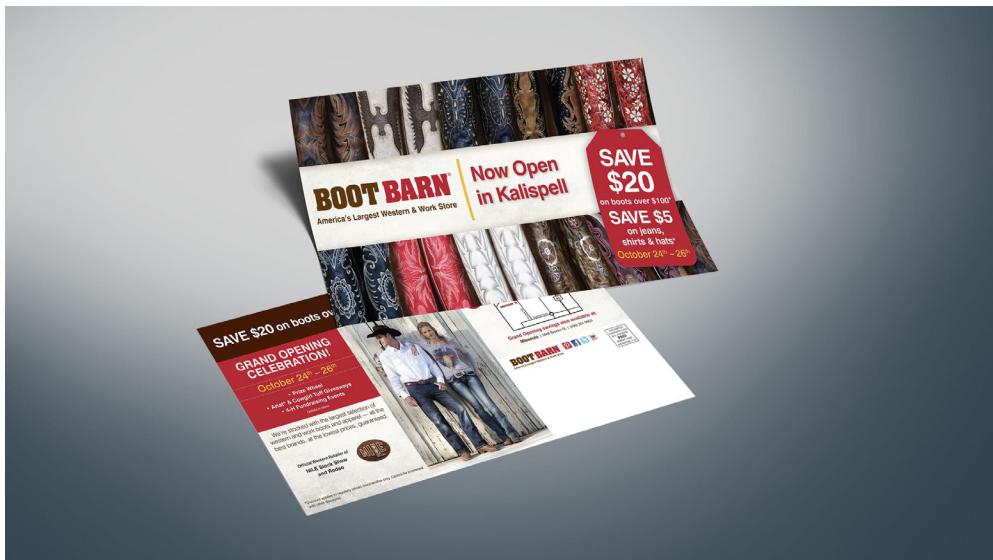
# id

Boot Barn was a major client at Mindshare Creative, where I worked from 2014-2017. They unfortunately left MSC and so the company had to lay off a number of staff.

While I was there I worked on a variety of projects at various points. I used my drawing skills to help create layouts and did them with the programs (Adobe CC) as well.

Some of the most notable projects were seasonal catalogs, direct mail postcards or fold-outs of products, PowerPoint templates and presentations, large printed pieces for sales, and some gifs for social media, along with other requested pieces.





## Services

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Art Direction
- Animation
- Branding
- Branding Guidelines
- Concepting
- Creative Design
- Cuts & Folds
- Graphic Design
- Freelancing
- Illustration
- Logo Design
- Marketing
- Powerpoint & Slides
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  - Artwork
  - Social Media

# CARECREDIT

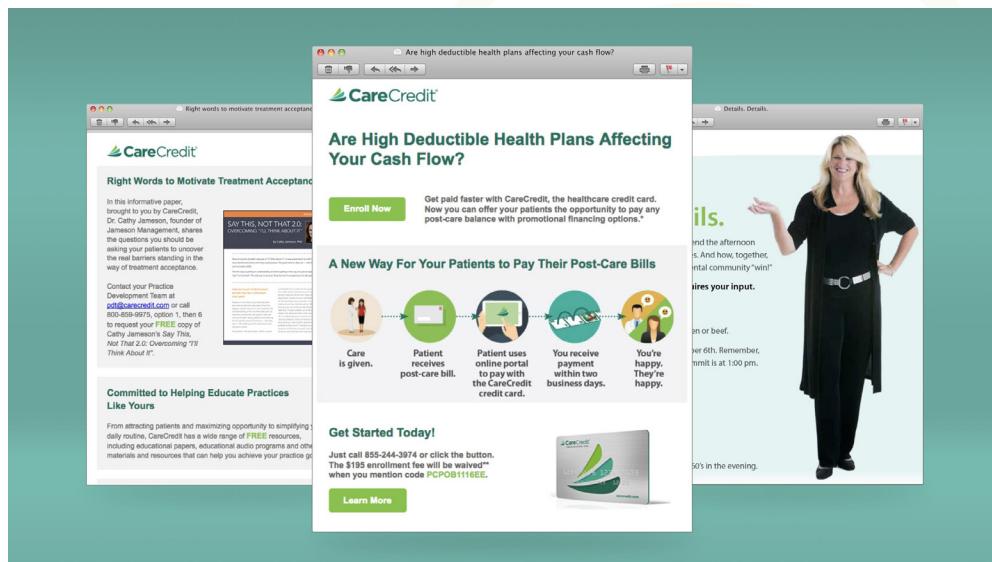
ART DIRECTOR | MINDSHARE CREATIVE

# id

CareCredit was the other major client at Mindshare Creative, where I worked from 2014-2017. They had a plethora of projects of various types coming to us at all given hours, and really was the bulk of projects I was involved in.

While I was there I worked on a variety of projects at various points. I used my drawing skills to help create layouts and did them with the programs (Adobe CC) as well.

Some of the most notable projects were seasonal catalogs, direct mail postcards or fold-outs of products, PowerPoint templates and presentations, large printed pieces for sales, and some gifs for social media, along with other requested pieces. My personalized Holiday cards were always a major hit.





## Services

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- Art Direction
- Branding
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- Concepting
- Creative Design
- Cuts & Folds
- Graphic Design
- Illustration
- Layouts
- Logo Design
- Marketing
- Multitasking
- Powerpoint & Slides
- Print Production
  - Direct Mail
  - Posters
  - Brochures
  - Large Format
  - All Types!
- Stationary
- Web Assets
  - Artwork
  - Social Media
  - Email
  - Website



# DGWB ADVERTISING

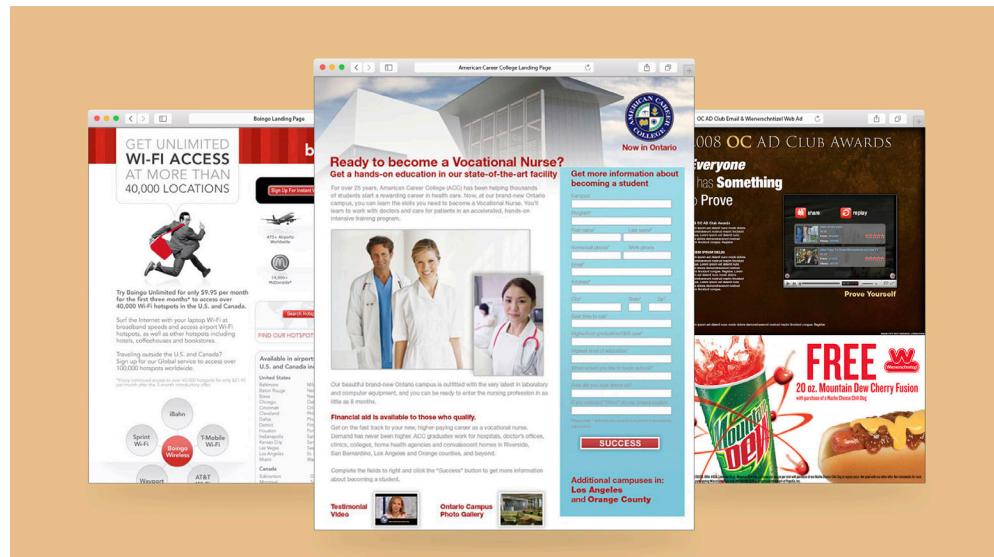
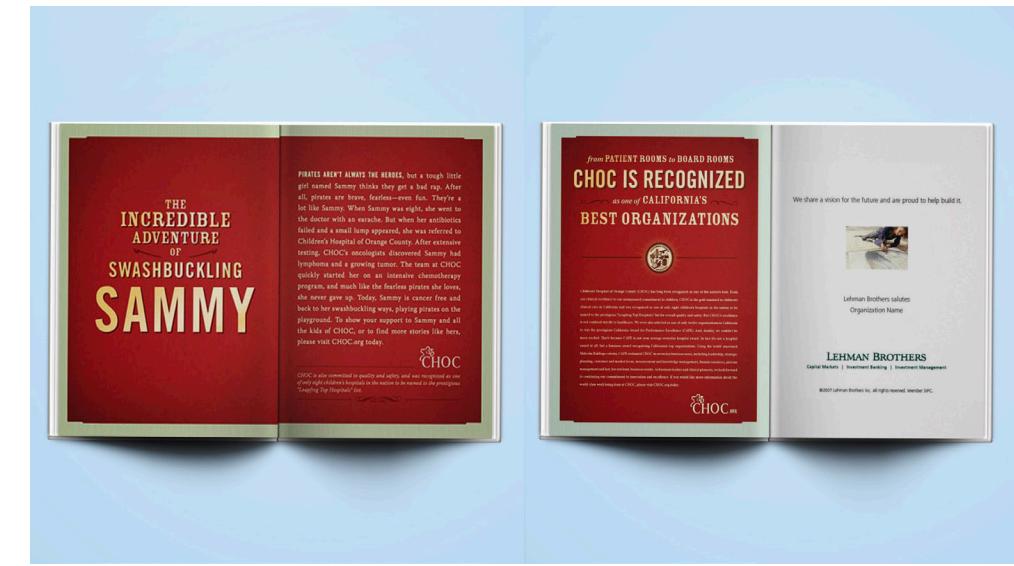
GRAPHIC DESIGNER | STUDIO

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I was very lucky to find myself at DGWB where I worked on a lot of different projects with a variety of responsibilities. Some of the biggest names we worked on was California Avocado Commision, Wienerschnitzel, Hilton Garden Inns, Kentucky Fried Chicken, and others.

We did layouts for direct mail, point of purchase, web site designs, and all types of other fun and interesting projects.

One of the largest clients was Lehman Brothers and so when they filed bankruptcy it led to many layoffs and of course the economic crash of 2008.





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# QUIKSILVER & OTHER

CREATIVE & ART DIRECTION | VARIOUS CLIENTS, COMPANIES, AND PROJECTS

# id

I have worked with art and design almost my whole life. I have been drawing since I was a kid and the first “freelance” projects I did were drawings for other students and designing the menus, menu board, and tabletents for a local restaurant in Chino Hills.

I served in the army where I still did a few designs, namely the Charlie Company Coin in Korea and other artwork.

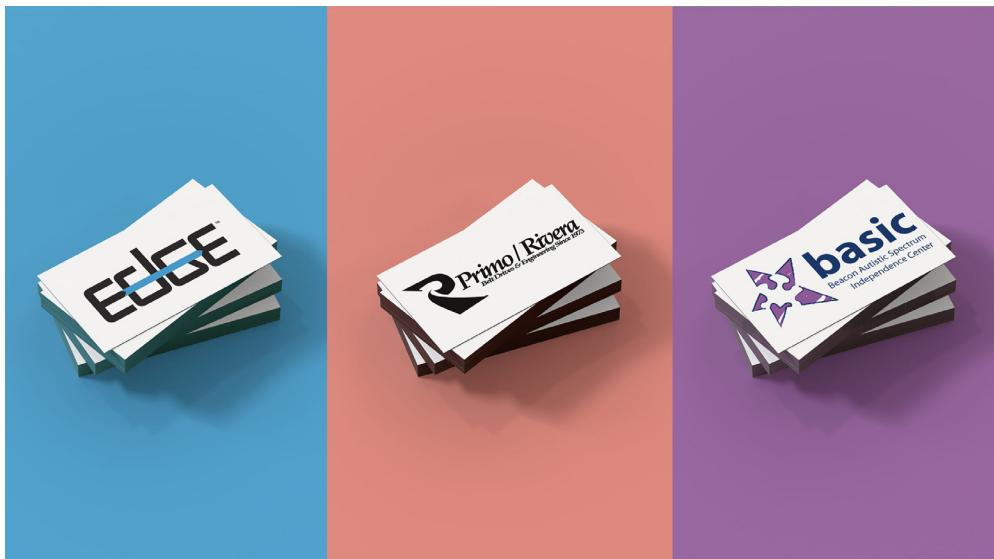
I got a degree in Visual Communications at Westwood College and I've worked at a lot of different companies and agencies. I freelanced at O'Leary & Partners for a single day, I worked for a large format sign company doing designs and layouts, I was responsible for the DC Shoe catalogs for a few years and I've even taught design at a high school for a year.





## Services

- Adobe Photoshop
- Adobe Illustrator
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- Branding Guidelines
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# id8tionist

Sean Carter | Artist/Art Director