

MARSTON A. YOUNGER

GRAPHICS, DIGITAL, & MULTIMEDIA MARKETING

CONTACT

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SUMMARY

I am a marketing professional with over 17 years experience using my creative problem-solving and design skills to develop multi-channel media campaigns that attract prospects into leads, nurture leads into customers, and delight customers into becoming advocates. I am seeking a creative and collaborative environment where I may use these skills to not only increase revenue, but improve the lives of my community and beyond.

EXPERIENCE

GRAPHICS AND DIGITAL MEDIA DESIGNER

Isolite Systems / Zyris, Inc. | 2014 - 2018

- Developing integrated multi-channel Marketing initiatives & campaigns from concept to execution & metrics.
- Assessing & identifying opportunities for lead generation. Creating & maintaining a fresh, positive brand presence.
- Managing online presence through web, digital, & social media outlets.
- Developing product positioning, messaging, & technical writing for all internal and customer-facing collateral.

GRAPHIC, DIGITAL, & MULTIMEDIA DESIGNER

Freelance | 1999 - 2014

- Writing, producing, directing, & editing multimedia productions.
- Photography, videography & film; Titles, sound design & all aspects of post production; dvd & blu-ray authoring.
- Design, construction, & implementation of web sites & email marketing campaigns.
- Development of ads & ad campaigns for print; creation of greeting, invitation & post cards, posters, point-of-sale packaging, catalogs & displays.

PRODUCTION ARTIST

UC Education Abroad Program | 2003 - 2011

- Re-design & management of main website & several satellite sites; SEO & web analytics.
- Design & production of print publications, e.g. guidebooks, brochures, fliers, posters, t-shirts, & other collateral.
- Creation of Flash, Audio/Visual, & other digital productions.

DATABASE/DIRECT MAIL MANAGER

Lobero Theatre Foundation | 2000 - 2003

- Design & execution of direct mail campaigns.
- Maintenance & organization of donor database.
- Generation of accurate reports & queries, e.g. annual revenue & capital campaign reports & address lists.

EDUCATION

HUBSPOT CERTIFICATION

HubSpot Academy | 2018

B.A. FILM STUDIES

MINOR IN RUSSIAN LANGUAGE & LIT.

UC Santa Barbara | 1999

UC Education Abroad Program

Dean's Honor List | 3.75 GPA

A.S. APPLIED DESIGN/MEDIA FILM

TECH. CERTIFICATE FILM/VIDEO PROD.

Allan Hancock College | 1995

Dean's Honor List | 3.58 GPA

KEY SKILLS

INBOUND & OUTBOUND MARKETING

- Project Management
- Multimedia & Interactive Design
- Illustration & Publishing
- Sound Design & Editing
- Web Development
- Office Administration

SOFTWARE & TECHNOLOGY

- Windows & Mac OS
- MS Office
(Word, Excel, Outlook, PowerPoint)
- Adobe Creative Suite
(InDesign, Illustrator, Photoshop, Acrobat, Premiere, AfterEffects, Dreamweaver, Flash, Audition)
- HubSpot, Hootsuite
- Google Analytics, Call Rail, Domo, Asana