

# Tyler Plevel

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Monaca, PA (willing to relocate)

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## SUMMARY

Strategic Senior Graphic Designer with 10+ years of experience elevating national and global brands, collaborating with marketing and business development, developing communications through modern, impactful design. Expert at partnering with leadership to initiate and execute high-quality, results-driven solutions utilizing industry trends that support the marketing strategy. Proven ability to conceptualize and design compelling marketing collateral that fully supports campaigns, product launches, events, and brand initiatives. Advanced knowledge of core design principles with advanced proficiency in Adobe Creative Suite, including Premiere Pro and After Effects.

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## WORK EXPERIENCE

GCG

June 2022 - July 2025 (laid off)

Sr. Creative Manager, Remote

- **Led creative vision and strategy** of comprehensive visual identity system, launching templates and standardization across all brand touchpoints company wide ensuring cohesion across corporate and core markets
- **Spearheaded social brand awareness strategy**, developed messaging, content, graphics, videos, and motion design tracking metrics and increasing visibility by 30%
- **Executed launch of cross-platform campaigns** that significantly boosted customer engagement while reinforced brand consistency across digital and social channels
- **Instrumental to business development efforts** by partnering with cross-functional teams to translate complex ideas into cohesive presentations securing funds
- **Drove UI/UX redesign** of internal SharePoint website, developing new elements, improving organization, streamlining navigation and enhancing user engagement
- **Directed branded video content from concept to completion**, driving a 420% increase in views establishing one of the company's most successful brand awareness assets
- **Implemented an automated email signature system**, standardizing 32 user signatures to enhance brand consistency, unlock engagement analytics, and boost campaign performance by over 5%

The Stoneridge Group  
Senior Graphic Designer, Remote

Feb - July 2022

- **Executed projects from concept to completion**, working with content to demonstrate an excellent understanding of layout, use of typography, design principles and color delivering impactful work to get results for high-profile clients and major non-profits

E-Solutions Furniture Group  
Graphic Designer, Jamestown, NY

Sept - Dec 2021

- **Produced high quality on-brand visuals** across social networks, driving product engagement and supporting clear brand communications
- **Designed A+ content for ecommerce strategies**, including “below-the-fold” and enhance content for digital platforms

Truck-Lite, Clarience Technologies  
Graphic Design Lead, Falconer, NY

Aug 2017 - Sept 2021

- **Led creative direction for go-to-market strategies**, overseeing photography, video, packaging, retail, print, digital, and paid media to deliver cohesive, high-impact launch campaigns
- **Spearheaded the annual product catalog**, leading the development, design and formatting, while optimizing layout to save thousands of dollars in print cost
- **Instrumental in designing large trade show booth setups and materials** for the launch of Clarience Technologies while strategically positioning seven subsidiary brands
- **Developed creative concepts** and final ads for promotional material and national ad campaigns, significantly increasing product visibility in leading industry publications
- **Collaborated with marketing, engineering, and development teams** to align creative with strategic goals meeting all target objectives on schedule ensuring brand consistent deliverables

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## EDUCATION AND TRAINING

**Certified Digital Marketing Professional Program** | Digital Marketing Institute, 2024

**Developing Leadership Excellence**

**Bachelor of Fine Arts** | Edinboro University

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## SKILLS

**Design Applications:** Adobe Creative Suite | Figma | Envato Elements | Powerpoint

**Specialized Skills:** Motion Graphics | Video Editing | UI/UX Design | Typography | Layout Design

**Web & Digital Design:** Web Design | Digital Design | Infographics | Social Media Design |  
Multi-Channel Campaigns

**Print & Branding:** Identity Systems | Logo Design | Brand Systems | Presentations | Packaging  
Design | Print Production