AARON NEWELL

SENIOR LEVEL
CREATIVE/ART
DIRECTOR,
DIGITAL MARKETER

Portfolio: www.aaronnewell.com

913.669.4822 - aaron@blueruestudio.com

1521 W Cedar, Olathe, KS 66061

Objective

28-year experienced Art Director with extensive BtoB and BtoC background serving clients such as Walmart, Sprint, and 3M seeking a senior level web design position in a challenging, forward-thinking environment that allows the contribution to the growth and success of the organization.

Work Experience

Digital Creative Manager - Creative Director - ECSI, Pittsburgh PA
July 2021 - August 2024
Lead Creative Director for ECSI's internal marketing department. Responsible for the creative execution of CSI's digital and traditional marketing brand. Worked as part of an agile team supporting company and sales initiatives, achieving budgetary goals. Helped to transform the ECSI brand into a modern and approachable company.

Senior Interactive Art Director - InQuest Marketing, Kansas City, MO
February 2015 - July 2020
Digital creative team lead supporting traditional creative teams and leading creative digital efforts in the agency. Responsibilities on a day to day basis include campaign ideation, website/email/social/banner design from concept to execution.

Senior Interactive Art Director - PBA Health, Kansas City, MO
June 2013 - August 2014

Interactive Art Director - BKV Advertising, Overland Park, KS
November 2009 - March 2013

Art Director - Nicholson Kovac Advertising, Kansas City, MO
March 2001 - August 2009

Web Designer - CSC Creative Lab, Kansas City, MO — November 2000 - March 2001
Web Designer - Bernstein Rein Advertising; Kansas City, MO — March 1997 - August 2000

Professional Knowledge

Skills
Mac & Windows
Advertising
Web Design
Email Marketing
Animated Banners
Animated Gifs
Photography

Programs
Adobe Creative Suite,
Mastery in Photoshop, Salesforce,
Engagement Studio, Sketch,
Figma, Zeplin, inVision, SketchUp,
Litmus, Email on Acid, Blender,
Z-Brush, TinkerCAD, Microsoft
Office Suite, Google Doc Suite,
Wrike, Jira, Sitecore CMS

Markup
HTML
HTML 5 Animation
CSS
Email HTML and bug testing
Javascript
Light - PHP
Light - XML
Wordpress Template Creation

Education

Pittsburg State University Fine Arts Major - August 1991 - December 1996

References

upon request