

GREG AUGER

gregauger13@yahoo.com | 9512831022 | Riverside, Ca 92508

Online Portfolio: omendesigns.com

Linkedin: [linkedin.com/in/gregzilla/](https://www.linkedin.com/in/gregzilla/)

Summary of Qualifications

- Digital Designer with extensive experience in Marketing, and Ecommerce website management.
- Experience building, managing and marketing Shopify websites
- 14 Years of results driven professional experience in the action sports and music industry as a Digital Designer
- Great communicator and strong work ethic
- Fast learner and adaptable
- 5 Years of Marketing Manager Experience
- Ability to multitask
- Project management
- Thrive in strong team environments

Skills

- Partnership Marketing
- Retail Marketing
- Campaign Management
- Product Launch
- Competitive and Trend Analysis
- Business development
- Event planning and execution
- Vendor relations
- Logo creation
- Graphic and Media Design
- Website design
- CSS
- Digital graphics
- Corporate branding
- WordPress
- Shopify
- Magento 2
- HTML
- Calendar management
- People skills
- Leadership
- Planning
- Work ethic
- Multitasking
- Coordination
- Adobe Photoshop, Illustrator, InDesign, Premiere, XD

Experience

Boardriders Inc. | Huntington Beach, CA

Digital Agency Designer

09/2021-Current

- Digital Design for all Brands Quiksilver, RVCA, VonZipper, Element Skateboards, Billabong, Roxy, DC Shoes
- Design Email Campaigns
- Create Brand Design Systems
- Create custom PLP Landing Pages
- UX/UI
- Execute Promotional Sale Assets Regionally and Globally
- Design Website Wireframes
- Design Digital Graphics for Brand Websites
- Design Digital Graphics for Social Media Posts and Stories

Zemaitis Guitars | Paso Robles/Riverside,
CA

Marketing Manager

06/2016 – 09/2021

- Successfully launched three Ecommerce websites (Shopify, WordPress, Magento2)
- Designed all print and digital ads
- Executed several social media promotions and campaigns
- Broadly Increased brand awareness within the first year with steady annual growth
- Increased sales by 50% annually through marketing efforts
- Successfully designed and organized 3 NAMM Show booth displays
- Direct Contact for artist support
- Artist promotions and gear fulfillment
- Managed company social media platforms
- Paid social media ads
- SMS and Email Marketing Campaigns
- Maintained company Ecommerce websites and analytics
- Developed overall direction for the brand with vision boards and global execution
- Established third party relationships for promotions
- Organized in store demos, in store meet n greets and festival meet n greets with artists
- Apparel design and production
- Product photography and direction
- Organize artist photoshoots and exclusive content
- Video editing for promotions

CSS | Santa Ana, CA

Web Director

01/2015 - 06/2016

- Crafted mobile-friendly websites and transitioned legacy site to mobile-friendly platform.
- Participated in pre-project analysis and technical assessments to develop user-friendly interface and correct functionality to meet business objectives.
- Redesign companies' corporate websites
- Increase brand awareness within 6 months
- Executed over 70 mini websites promoting DIRECTV, VIVINT, and ADT Alarms
- Designed and produced digital and print advertisements
- Created digital corporate portfolios
- Increased companies' SEO
- Email marketing campaigns
- Trade show booth designs
- Flyer designs
- Manage all web/print and marketing aspects of the business

Lunarpages (Now HostPapa) | Corona, CA

Web Designer

12/2013 - 06/2014

- Website design and develop (WordPress, Drupal)
- Website sales (Increased web revenue for the company within 6 months)
- Website customer support
- UFC/Lunarpages apparel design for sponsored athletes
- UFC/Lunarpages Octagon banner design for sponsored athletes
- Design banners and ads for UFC/Lunarpages promotion.
- Design banners and ads for off road racing sponsorships

One Punch Distribution | San Clemente,
CA

Web Director/Art Director

08/2011 - 12/2013

- Designed, developed and managed a wholesale ECommerce website for the company's brands (Magento CMS)
- SEO implementation
- Designed 2 Magic Trade Show booths
- Managed a team of 3 designers.

- Managed the company's social media
- Designed and managed Throwdown.com and MTV's Big Black's website DoWork.com
- Apparel design
- Sourced artists for apparel designs
- Executed all digital and print ads
- Trailer, van and bus wrap designs
- Developed ads and banners for TapouT, Hitman Fight Gear, Jaco, Tribal Streetwear, Throwdown and Panic Switch Army
- Managed all design and art direction for the company

TapouT | Grand Terrace, CA

Web Production Artist

01/2009 - 04/2011

- Designed graphics for the companies ECommerce websites
- Designed banner ads for digital marketing campaigns
- Maintained the company's social media
- Video editing for the company's blog and YouTube accounts
- Create ads The Ultimate Fighter campaigns
- Product photography
- 2009 Art direction vision board for the brand

Education and Training

Platt College-Ontario | Ontario, CA

Bachelor of Arts in Visual Communication

09/2008

Platt College-Ontario | Ontario, CA

Associate of Arts in Graphic Design

09/2008

Platt College-Ontario | Ontario, CA

Certificate in Multimedia

09/2008

Hobbies

- Jiu Jitsu
- Hiking
- Skateboarding
- Traveling
- Drumming
- Painting
- Film
- Writing Music
- Snowboarding
- Surfing