



AARON M STEELE

Graphic Design | Photography | Web Design | Inbound Marketing | Social Media | SEO

EDUCATION

BA of Fine Arts, Indiana University, Bloomington IN 1996
Major: Studio Art (Photography / Sculpture)
Minor: Art History

ABOUT ME

I am an experienced artist with seventeen years of management experience and nineteen years of graphic design experience. I am extremely well versed in marketing concepts and design and have a solid ability to work with customers and staff alike to achieve the optimal results. I have seen projects through from concept to production, have managed multiple artists working multiple projects, have mentored and trained new artists and customers, and am an all around solid team asset. In my spare time I am a published musician, a travel enthusiast, a struggling poet, a weekend novelist, and an in-home libation manufacturer (aka home brewer).

WORK EXPERIENCE

Latham Pool Products Inc - 2013 - Present

Digital Marketing Manager

- Spearheaded an inbound marketing strategy resulting in exponential growth of brand recognition, consumer leads, organic SEO and digital presence
- Overhauled and modernized the web sites for all 15 brands
- Decreased PPC expenses by nearly 75%
- Cultivated a social media presence that engaged consumers and grew lead generation
- Flooded the digital landscape with blogs about swimming pools and the pool life
- Fortified the online corporate identity and amassed the collection of individual brands into an efficient and well ordered digital presence

Steele Graphic Design LLC - 2004 - Present

Owner, Graphic Designer

- Acted as Web site guru to many customers looking to grow their presence in the online arena
- Drafted and designed countless billboards across the Fort Wayne metropolitan area
- Acted as brand identity sage to new businesses seeking logo and design assistance

SeatAdvisor Inc - 2005 - 2012

Graphics Department Manager, Product Manager, Customer Support Manager

- Engaged theatre goers with well drawn and organized seat maps
- Assisted with new product features and enhancements
- Oh captain my captained a team of impressionable designers into a savvy team of artists
- Implemented a customer relationship management program that helped streamline our support processes and expedite customer tickets

New Homeowner Magazine - 2003 - 2004

Graphic Designer, IT Manager

- Partnered with customers to help them realize their marketing dreams through well crafted ads designed to draw in and capture reader engagement
- Served as infrastructure leader to a network of artists and sales teams forming a symbiotic relationship of data efficiency, storage capacity and backed up security

ACTIVITIES & CERTIFICATIONS

Eagle Scout
Hubspot Inbound Certified

CONTACT



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EXPERIENCE

MANAGEMENT

GRAPHIC DESIGN

WEB DESIGN

CUSTOMER SUPPORT

INBOUND MARKETING

SOCIAL MEDIA

PROJECT MANAGEMENT

PHOTOGRAPHY

VIDEO

SKILLS

DIGITAL MARKETING

TRADITIONAL MARKETING

DESIGN

PHOTO MANIPULATION

SEO / ANALYTICS

SOCIAL MEDIA / BLOGGING

HOBBIES

