



Aaron M. Steele

Graphic Artist • Content Creator • Writer • Marketer • Musician

I am an experienced artist and marketing professional with a background in graphic design, video production, scriptwriting, podcasting, content creation, and event marketing. I offer a unique blend of creativity, technical skills, and experience to every project I undertake. Whether creating a captivating marketing campaign, performing on stage with my band, or recording my podcast, I approach every opportunity with drive, passion, and innovation.

SKILLS:

Graphic Design, Copywriting, Photography, Video Production, Audio Engineering, Podcasting, Voiceover, Web Design, Live Events, Marketing, Brand Strategy, Social Media, Analytics, Budget Management, Customer Support

EXPERIENCE HIGHLIGHTS:

Manager of Campus Marketing

Sweetwater Sound — 2017-Present

- Responsible for developing, managing, and executing marketing strategies and budgets for Sweetwater's diverse portfolio of on-campus businesses.
- Accountable for regular collaboration with promoters and national touring artists, such as Slash, Styx, Gladys Knight, Night Ranger, and Gin Blossoms, to create successful marketing campaigns for live events and workshops.
- Regularly research brand and market strategies, identify core audiences, and study data-driven analytics to craft engaging and highly effective marketing content, such as videos, social media posts, blog articles, promotional copy, and more.
- Played a key role in successfully scaling Sweetwater's Band & Orchestra rental program from local to national, achieving a groundbreaking 200,000 rentals in the first year.
- Successfully marketed Sweetwater's first Tent Sale using both digital and traditional marketing techniques, which resulted in the biggest day of sales in the history of the Sweetwater Music Store.

Digital Marketing Manager

Latham Pool Products Inc — 2013-2017

- Directed digital marketing efforts for a diverse set of 18 swimming pool and accessory brands, leveraging creative content strategies to drive engagement and growth across multiple sites, channels, and content platforms.
- Oversaw the implementation of an inbound marketing program powered by HubSpot, resulting in an impressive 300% increase in high-quality leads in the first six months.
- Managed the production and execution of all digital content, including blog articles, white papers, commercials, videos, infographics, social media, and email.
- Contributed to the planning, production, and execution of an annual dealer conference, which included a trade show, workshops, seminars, and activities.

PROFICIENCIES:

Adobe Creative Suite, Office 365, Microsoft Teams, WordPress, Ableton Live, Vertical Response, Workamajig, Wrike, Ticketmaster One, Ticketmaster Universe, Eventbrite, Descript, HTML, CSS

EDUCATION:

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

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