

NATHAN DAVIS

PRODUCT MARKETING MANAGER



Portfolio:

www.BlackwoodBranding.com

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CURRENT EMPLOYMENT

The Ciconte's Restaurant Group

Director of Marketing

April 2020- Present | Gloucester County, NJ

- Creative Direction for Cinder Bar, The Village Pub, Landmark Americana & Ciconte's brands.
- Web, Print, Advertising, Third Parties, Social Media
- Social Media Strategy (4 Brands /10 Locations)
- Guest Services (Google, Yelp & Social Media)
- Content Creation, Photography, Copywriting
- Drive & Direct Creative Team
- Own Agency Relationships & Partnerships

SOFTWARE & CAPABILITIES

Expert in Mac/PC:

- Graphic Design
- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Dreamweaver CC
- Adobe InDesign CC
- Adobe Lightroom CC
- Microsoft Office Suite
- Print and Digital Design
- Web Design
- Front End Web Development
- HTML / CSS / JavaScript / PHP
- Content / Copy Writing / Brand Strategies
- SEO, SMO, PPC & Google Analytics
- Email Database Administration / Coding
- Photography
- Photo Manipulation
- Illustration
- Leadership

PREVIOUS EMPLOYMENT

Team Builders Plus & Take Flight Learning

Creative Director & Technology Director

January 2014 - March 2020 | Marlton, NJ

- Graphic Design & Branding
- Web Design & Development
- Product & Training Development
- SEO, PPC & Google Analytics
- Design, Code & Distribute Email Campaigns
- Print Design / Product Design / Presentation Design
- On-site IT Support & Printing Specialist

AramSCO Inc.

Digital Media Designer

November 2012 - January 2014 | Thorofare, NJ

- Web & Print Design
- Technical Support for in-house Digital Printing
- Design, Code & Distribute Email Campaigns
- Front End Web Development (PHP, HTML, JAVA)

Krannich Solar

Marketing Coordinator / Graphic Designer

November 2011 - August 2012 | Mount Laurel, NJ

- Design, Code & Distribute Email Campaigns
- Logo Design, Brochures, Signage/Banners
- FTP Hosting & Content Management
- CMS Website Development

dMworks Media Group

Graphic Designer / Solutions Developer

April 2007- January 2011 | Valley Stream, NY

- Branding For Panasonic North America and Sony
- Web Design / User Interface Design
- Storyboarding/Digital Scene Assembly
- Product & Service Promotions
- Advertising / Marketing in an Agency Setting
- Corporate Presentations

EDUCATION

The Art Institute of Philadelphia

Bachelor's of Science in Graphic Design

July 2003 - December 2006 | Philadelphia, PA



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