

**Aaron T. Heitzler**

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Designer/Illustrator/Photographer  
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## **Employment Experience**

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### **Freelance Graphic and Web Designer/Illustrator/Photographer**

*Aaron Heirtzler Creative, 2002 - Present*

- Created web sites for a variety of businesses including resort/real estate, outdoor sports, restaurant, fashion, technology and photography/creative clients that were highly successful in driving traffic to the clients' websites.
- Worked as the primary designer to a marketing company that created material for multi-million dollar resort/hotel properties. Materials received global distribution in a wide range of media including magazines, newspapers, the internet, and direct mailings.
- Created numerous original catalogs, posters, flyers, business cards, post cards and other printed marketing materials for a variety of clients.
- Worked closely with printers and online marketing material providers to assure quality and timely delivery of marketing material.
- Photographed and created images for numerous individuals for use in marketing and promotional material as well as personal use.
- Created original video content to support online marketing programs for several clients.

### **Web Marketing Manager**

*ProfitStreams, 2009 - 2010*

*Durango, CO*

- Responsible for promoting the ProfitStreams brand in a wide range of web based media including email marketing and social media.
- Designed new company logo, website and other marketing materials to assist in creating a consistent brand.
- Conducted user testing with the company website and company developed applications.
- Created numerous marketing material for both web based and mail based delivery.

### **Graphic and Web Designer/Photographer**

*Syndicom, 2008 - 2009*

*Durango, CO*

- Developed and expanded company brand and image.
- Designed new company website and web related marketing programs which has helped increase traffic to the website and drive leads.
- Conducted user testing with the company website and company developed applications.
- Developed materials for sales and marketing department that assisted in a significant increase in product sales.
- Maintained library of collateral material that aided all company employees and in particular Management and the sales and marketing department.
- Photographed events as well as leadership portraits. Photographs

received wide distribution through news publications and globally on the Syndicom website.

### **Photography Assistant/ Web Designer**

*Andrew Clark Photography, 2006 - 2008*

*Denver, CO*

- Designed and created website used to market studio to clients, venues and corporations.
- Worked closely with clientèle and a variety of publications to produce albums, prints and interactive media.
- Assisted in all areas of studio operations including customer interaction, managing both in house and third party print orders, equipment maintenance and care, travel arrangements, on shoot assistance and management of an extensive image library.

### **Designer/Photographer**

*Tehama/Izod G, 2005 - 2006*

*Denver, CO*

- Created a variety of marketing materials to promote both the Tehama and Izod G brands.
- Maintained two extensive web sites and created new interactive material for distribution on the web sites and through e-mail marketing.
- Created large scale graphics and marketing material for display and distribution in the Tehama and Izod G booths at the PGA Merchandise Show in Orlando, FL.
- Helped organize and promote a concert for the Black Crowes to promote the Izod G brand.

### **Flash Designer**

*inFlux 2005*

*University of Oregon Journalism Department, Eugene, OR*

- Worked with a creative team to design and publish the online version of the award winning magazine Flux .
- Functioned as Macromedia Flash Designer and programmer.
- Trained other team members to use Macromedia Flash.
- Filmed and edited video for online viewing.

### **Multimedia Illustrator**

*United States Army Visual Information Center 1999 - 2002*

*Electronic Imaging Graphic Service Division, Pentagon, Washington, DC*

- Provided direct headquarter level multimedia and graphics support for the Secretary of the Army, the Secretary of Defense and the President of the United States by creating numerous briefings, presentations, and graphic products which were requested by their staff.

- Designed numerous briefings and multimedia presentations which were distributed worldwide throughout the United States Army.
- Provided support for Top Secret briefings that were viewed by The Secretary of Defense, The Secretary of the Army, and Senior Army Leadership.
- Maintained over \$2.5 million in projection and multimedia equipment as a member of the Army Operations Center Graphics Team.
- Member of a team that received first place in the 2nd Annual Secretary of the Army Visual Information Awards Program and Special Mention in the Visual Information Production Awards Program.

### **Multimedia Illustrator**

*44th Signal Battalion 1997 - 1999*

*Headquarters Company, Mannheim, Germany*

- Designed all printed and multimedia artwork throughout the organization.
- Produced digital photos and maintained an archive of over 4,000 digital images and photos which highlighted the 44th Signal Battalion's deployments, training exercises and significant events.
- Maintained and operated equipment used to brief senior members of the organization.

### **Education**

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- Bachelor of Arts Degree, Multimedia Design, Deans List, Cum Laude, University of Oregon, Eugene, OR, 2005
- Associate of Science Degree, General Studies, Magna Cum Laude, Northern Virginia Community College, Alexandria, VA, 2002
- Macromedia Web Design Courses, George Washington University, Washington, D.C., 2001

### **Professional Training**

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- Macromedia Flash Bootcamp, CreativeLinq, Washington, D.C. 2002
- Web Design Course, EEI Communications, Alexandria, VA, 2000
- Primary Leadership Development Course, Honor Graduate, U.S. Army, Ft. Knox, KY, 2000
- Multimedia Illustrator Course, U.S. Army Defense Information School, Ft. Meade, MD, 1997

### **Professional Skills**

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Adobe Illustrator - Advanced

Adobe Photoshop - Advanced

Adobe InDesign - Advanced

Adobe Flash - Advanced

Adobe Dreamweaver - Intermediate

Adobe Lightroom - Advanced  
Adobe Acrobat Pro - Advanced  
Quark XPress - Intermediate  
Director - Intermediate  
Final Cut Pro - Intermediate  
DVD Studio Pro - Intermediate  
Apple Photo, Movie and DVD authoring programs - Advanced  
Quicktime Pro - Advanced  
Microsoft Word - Advanced  
Microsoft Powerpoint - Advanced  
Microsoft Excel - Intermediate

Mac OS  
Microsoft Windows

Content Management Systems  
Actionscript  
XHTML  
CSS