

GARY ARNOLD SEEVERS

info@garyarnoldseevers.com | 10606 W. 89th St. Overland Park, KS 66214 | (417) 840-5455

SUMMARY

Strategic Creative with 10+ years of experience delivering impactful visuals across print, web, and video. My hands-on experience across the full lifecycle of design gives me a rare mix of creative depth and technical expertise which informs every decision I make as I develop assets that communicate clearly, perform reliably, and strengthen the relationship between you and your audience.

EXPERIENCE

ACBSP | Overland Park, KS | 10/2018 - Present

Graphic Designer & Web Designer

- **Increased Member Applications 33%** by developing an interactive form, automated email campaigns, and paid search campaigns
- **Full Design & Layout for Magazines** including preflighting and coordinating with print vendors for print production and distribution
- **Managed Multichannel Content Calendar** across Email, Social, and Website including copywriting, graphic design, and development

Independent Contractor | Overland Park, KS | 01/2011 - Present

Videographer, Video Editor, Graphic Designer

- **Featured in AdWeek Magazine** article "Top Streaming Brands your Company Needs to Know About" for my livestreaming content
- **Generated 26 Million Views** on a single piece of video content that I produced through organic search optimization efforts
- **Provided Full Video Production Services** including scripting, storyboarding, camera operation, video editing, and motion graphics

Bloom inc. | Leawood, KS | 11/2016 - 05/2018

Digital Designer

- **Improved User Experience** by developing custom content-managed responsive website using HTML/CSS, Javascript, PHP, and MySQL
- **Supported Marketing Efforts** by designing high-quality creative assets for Social Media, Email, and Video Marketing Campaigns
- **Increased Conversions** by employing data-driven design practices to perpetually, test, iterate, and improve assets.

O'Reilly Auto Parts | Springfield, MO | 07/2014 - 11/2016

Digital Media Designer

- **Created Style Guide for Fortune 500 Company** that shaped the brand strategy across multiple departments to ensure consistency
- **Developed Strategy for National Video Campaign** and provided storyboards, on site production assistance, and all post-production
- **Designed Multichannel Campaigns** with assets optimized for Email, Social Media, Display Ads, Landing Pages, and Video

SKILLS

Adobe Creative Suite, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe Lightroom, Graphic Design, User Experience Design, Adobe Premiere Pro, Adobe After Effects, Video Editing, Motion Graphics, WordPress, HTML, CSS, Javascript, PHP

EDUCATION

Western Governors University - Bachelors of Science in Marketing (Diploma Expected 2027)

PORTFOLIO - GARYARNOLDSEEVERS.COM