

elijah wayne

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EXPERIENCE

MARKETING MANAGER | 01/2015 - 07/2017
TRINITY FORCE CORP. (LOS ANGELES, CA) | TRINITYFORCE.COM

- + Ensured projects and campaigns were impactful, on time, within budget, and to high production standards.
- + Developed responsive WordPress e-commerce website and visual content (photography and design).
- + Produced commercials, catalogs, print ads, product packaging, and trade show booths.

BRAND MANAGER | 06/2015 - 07/2017
NORTHTAC, INC. (LOS ANGELES, CA) | NORTHTAC.COM

- + Created brand identity, positioning, responsive WordPress e-commerce website, and marketing collateral.
- + Generated traffic through SEO, Facebook Ads, and email campaigns.
- + Selected and managed "Pro Team" of explorers and athletes on social media.

ASSOCIATE PRODUCER | 06/2013 - 04/2014
PROGENEX (LONG BEACH, CA) | PROGENEXUSA.COM

- + Collaborated with creative team to produce illustrations, images, video shorts, and other design projects.
- + Photographed sponsored athletes at events, published content on web, and marketed it on social media.
- + Provided ongoing design and creative direction for projects.

ACCOUNT MANAGEMENT INTERN | 08/2012 - 01/2013
ETA AGENCY (LONG BEACH, CA) | AGENCYETA.COM

- + Compiled industry research reports which led to AOR contracts.
- + Reviewed Google Analytics and prepared statistical reports for clients.
- + Supported account executives on projects as needed.

CAPABILITIES

CREATIVE

Art Production (vision, delegation, management), Graphic Design (Adobe Creative Suite), Photography (studio and location), Website Development (Wordpress), Branding, UI/UX

MARKETING

Project Management, Strategy, Product Promotion, PPC, Email Marketing, B2B/B2C

EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH | 2015
Bachelor's Degree - Marketing

LORENZO DÉ MEDICI - FLORENCE, ITALY | 2014
Graphic Design / Fashion Photography

THE BOOKSHOP: SCHOOL FOR ADS | 2013
Creative Direction / Copywriting