

# William David Grooms

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## SUMMARY

Multimedia Producer and Graphic Designer with over 20 years' experience with in-house, B2B, and B2C marketing and communications development. Skilled in video, print, trade show and web production, bringing brand clarity to potential clients and existing customers. Creative, known for thinking outside the box, bringing fresh ideas, and the ability to convey complex concepts to consumers. Partners effectively with multiple functions within an organization, assessing their needs, determining the proper media to convey targeted messages, and designing impactful communication that promotes growth and increases profitability.

## SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, AfterEffects) | HTML/CSS | Wordpress CMS | Studio and Location Photography | Audio / Video Production | Marketo | HubSpot | BaseCamp | SmartSheets | Microsoft Office (Powerpoint, Sharepoint, O365) | Macintosh OS | Keynote | Socialive | LinkedIn Live | Youtube Studio | B2B Marketing | B2C Marketing | Trade Show Booth Design | Digital Print Production | Creative Direction | Product Design

## PROFESSIONAL EXPERIENCE

Arora Engineers, Chadds Ford, PA

6/2023-1/2024

### Graphic Designer

- Reported to Creative Director to provide creative support and production for marketing materials, multiple corporate web sites, trade shows, and corporate events.
- Designed and coordinated production for signage and print needs for annual golf tournament, benefitting the USO.
- Worked with practice and department leads in developing their presentations and producing the main presentation for the annual company-wide meeting.
- Collaborated with practice leads in refreshing capability statement marketing collateral.
- Supported all departments by developing functionality on Sharepoint for sharing pertinent information and documents.

Hachik Distributors, Aston, PA

9/2022-3/2023

### Graphic Designer (*Contracted by Robert Half*)

- Contracted by Hachik Distributors, working along side the company President, to provide all creative support for their upcoming annual Vendor Sales Trip and Meeting in Punta Cana and the celebration of the company's 100 year anniversary.
- Spearheaded the design of a Centennial Logo for the brand and creative.
- Designed the artwork for their annual desk calendar, product catalog, and magazine and trade show ads, all celebrating the company's 100 year anniversary.
- Provided creative direction and support in developing their new web site.
- Supported the sales team by providing Early Buy sales sheets for getting a jump on next years orders.

BeMarketing, Norristown, PA

5/2022-8/2022

### Creative Team Lead

- Managed a team of two other designers to ensure that all design standards, requirements, and deliverable dates were met
- Worked closely with account management, content team, and web developers to provide creative support for projects such as web sites, marketing collateral, social media, environmental design, and large format
- Served as the external representative of the creative department to the client base
- Provided creative elements and input on RFP submissions
- Designed the interior and exterior wall graphics for Chickie's and Pete's Subaru Park location

MOMENTUM TELECOM, Philadelphia, PA

12/2015-12/2021

### Brand Manager

- Responsible for creating marketing, corporate and training communications utilizing web, video, and printed materials.
- Rebranded Momentum within 5 weeks after acquisition of Alteva, creating new website, communications, and marketing resources, while maintaining brand consistency and integrity. Designed conference guides, sales collateral, signage, displays, attendee badges, t-shirts, and branded giveaways for annual trade shows and user conferences, supporting both wholesale and retail sales.
- Produced branded videos and managed a Youtube channel, supporting sales and customer support by creating a resource for easily shareable content.
- Produced weekly LinkedIn live video during the Covid Pandemic, increasing brand exposure and featuring partners from the industry, which resulted in increased traffic to Momentum website.
- Led User Interface (UI) design for customer portal dashboard, making it easier for customers to access features and settings for services such as voice and email.

ALTEVA, Philadelphia, PA

1/2013-12/2015

**Graphic Designer**

- Responsible for developing corporate identity and ongoing marketing and brand strategy.
- Developed a new brand identity, designing and producing all marketing communication materials including sales collateral, letterhead, business cards, and Powerpoint templates, for launch and IPO.
- Drove the development of a fully responsive and device-agnostic website to improve the sales funnel and support existing clientele, a first for the UC industry.
- Developed onsite and mobile Innovation Centers in collaboration with product executives and engineers, for sales team's use in showcasing products to clients, with 80% of tours resulting in signed deals.
- Produced 15 second animated promo for New York Stock Exchange, which ran for thirty days on the ABC Supersign in Times Square as part of Alteva's IPO.
- Built Alteva University, an online resource of User Guides, Quick Start Guides, How-to Videos, a calendar of upcoming training sessions with DIY registration, utilized by Support and Training teams to onboard and support clients and employees.

ROBERT HALF (formerly known as The Creative Group), Philadelphia, PA

5/2012-12/2012

**Graphic Designer**

- Contract work for companies such as Alteva, Pep Boys and the Philadelphia Eagles.

MERION MATTERS, King of Prussia, PA

5/2006-4/2012

**Graphic Designer**

- Created marketing communications, such as catalogs, brochures and emails for new eCommerce site selling custom promotional products, giveaways, and uniforms and equipment for the healthcare industry.
- Developed templates for emails, print ads, and catalogs, as tools for the sales team.
- Worked with in-house photographers and produced a magazine advertisement promoting the launch of the new eCommerce site, resulting in increased sales.
- Collaborated with staff photographers to purchase campaigns for healthcare specific professional holidays, increasing sales during these periods.

UTRECHT ART SUPPLIES, Cranbury, NJ

9/2004-5/2006

**Graphic Designer**

- Created quarterly marketing campaigns, designing flyers, catalogs, and store signage for all 32 stores.
- Spearheaded the production of catalog, sales flyers, and store signage designed to increase sales.
- Created a photo studio and produced product images, thematic stills, and instructional photos for use in online tutorials.
- Designed packaging used for either acrylic or oil paints, decreasing the versions needed by 50%.

UTRECHT ART SUPPLIES, Baltimore, MD

1/2002-9/2004

**Store Manager**

- Managed daily operations and marketing for the retail store.
- Supervised, scheduled, and trained team of approximately 10 employees in store operations, including open/close protocols, and handling monetary transactions and providing exemplary customer service.
- Maintained proper inventory levels, placing weekly orders, and conducting annual inventory counts.
- Led outreach efforts to local artists, students, and faculty from the surrounding schools, universities, and community art organizations to build and maintain business relationships in the region.

UTRECHT ART SUPPLIES, Philadelphia, PA

2/2001-12/2002

**Assistant Manager**

- Supported the Store Manager in daily store operations.

UTRECHT ART SUPPLIES, Philadelphia, PA

3/2000-2/2001

**Clerk**

- Assisted customers in selecting retail art products.

**EDUCATION**

AS, Multimedia and Web Design, The Art Institute of Philadelphia, Philadelphia, PA