



Dave Gruentzel

Multimedia Specialist

- Pewaukee, WI
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RELEVANT SKILLS

DIGITAL DESIGN: Web Design & Development, UI & UX, Wire Frame, Digital Ads, Social Media, Infographics, Emails

PRINT DESIGN: Style Guides, Logos, Packaging, Iconography, Books, Trade Show Booths, Newsletters, Publications

PHOTOGRAPHY: Lighting, Retouching, Compositing, Mockups, AI Generated Assets, Set Extensions

VIDEOGRAPHY: Telling a Story, Editing, Composition, Motion Graphics, Aerial Cinematography, Sound Design

SOFTWARE: Photoshop, Illustrator, InDesign, XD, Figma, Premiere Pro, After Effects, DaVinci Resolve, Lightroom, Acrobat, WordPress, Elementor, Unbounce, MailChimp, MailerLite, Meta Business Suite

EDUCATION

Associate of Arts

Madison Media Institute - Madison, WI
2007 to 2009
4.0 GPA

PROFESSIONAL SUMMARY

I'm a seasoned creative with an extensive 17-year background spanning from digital and print design, photography, videography, and web development. I tackle challenges head-on, embrace change wholeheartedly, and constantly strive for excellence. With a data-driven mindset, I'm ready to bring adaptability and innovative problem-solving to your team.

WORK EXPERIENCE

Senior Multimedia Specialist

Delta Defense LLC - West Bend, WI

January 2021 to January 2024

- Conducted data-driven analysis to optimize visual creatives across the marketing funnel, leading to an increase of up to 20% in sign-ups and conversion rates.
- Successfully managed a graphic designer, fostering collaboration with marketing and internal departments to ensure a unified brand message across diverse multimedia channels.

Graphic Designer

Delta Defense LLC - West Bend, WI

March 2019 to January 2021

- Played a pivotal role in the development and execution of comprehensive design projects, spanning digital and print realms, as well as photography. This effort resulted in the establishment of a cohesive and visually appealing brand identity.
- Leveraged advanced proficiency in Adobe Creative Suite to craft compelling and impactful visual content tailored for diverse platforms.

Sr. Multimedia Specialist, Marketing

The Boldt Company - Appleton, WI

September 2013 to January 2019

- Achieved substantial cost savings for the company by taking on the roles of in-house photographer and videographer, successfully executing projects that would have incurred significant expenses if outsourced.
- Provided valuable mentorship to team members, offering guidance on the effective use of video hardware and software, resulting in enhanced overall quality in multimedia production.

Graphic Designer

The Boldt Company - Appleton, WI

June 2010 to September 2013

- Collaborated with sales and marketing teams to conceptualize, develop, and produce quality marketing materials for both print and web platforms, ensuring alignment with brand standards.

CERTIFICATIONS

Certified Email Marketing Specialist

DigitalMarketer - August 20, 2019

ICAgile Certified Professional Agile Marketing

ICAgile - June 04, 2019

Certified Customer Value Optimization Specialist

DigitalMarketer - June 17, 2019

Introduction to Agile Marketing

AgileSherpas - May 15, 2019