



# SEAN DOWNEY


CREATIVE MARKETING PROFESSIONAL WITH OVER 17 YEARS EXPERIENCE


## CONTACT


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## EDUCATION

### BUSINESS FINANCE

Fullerton College

### CATEGORY MANAGEMENT

Delta Associates

## EXPERTISE

Marketing Strategy

Creative Strategy

Graphic Design

Digital Marketing

Web Development

E-commerce

Advertising

Product Development

Social Media

Analysis

Photography

Time Management

Project Coordination

Event Planning/Management

Process Improvement

## CERTIFICATION

Inbound Marketing

Email Marketing

Content Marketing

## PROFILE

Graphic Design, Marketing, Communications, and Category Management Professional with extensive experience in business administration and management, and a proven reputation for integrity and a strong work ethic. Focused on fact-based selling analytics, with the ability to react to a changing environment and develop new skills quickly and efficiently. A strong group contributor with demonstrated leadership abilities who develops and equips team members to effectively achieve success.

## PROFESSIONAL EXPERIENCE

### BRAND MANAGER

*5X5 Brewing Co. / Mission, TX / 2018 - PRESENT*

Planned, developed and directed marketing efforts. Managed external marketing partners such as advertising agencies, digital marketing firms, and production companies. Develop brand standards and usage, supervise brand content. Tracked consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research. Worked closely with brewery operations to consult on package and product as it relates to branding. Wrote reports, specifications and creative briefs. Developed and Maintained company website and social media accounts.

### GRAPHIC DESIGNER

*AIM Media TX, LLC / McAllen, TX / 2015 - 2018*

Experience in fast-paced, high volume production environment with multiple internal customers. Graphic Designer assigned to largest customer based on experience and proven quality work produced. Point of contact for internal management of Ad Tracking system (DPS Ad Tracker). Member of the Marketing Strategy team.

### PRODUCTION MANAGER

*Progress Times & Winter Texan Times / Mission, TX / 2012 - 2015*

Experienced in fast-paced, high-volume production environment with multiple internal customers. Lead Graphic Designer and sole stakeholder for production standards and deliverables. Responsible for page layout of all newspapers and special sections. Developed style sheets and ad dimensions to ensure proper fit and aesthetics of end product. Extensive experience with print/online graphics with attention to proper color space requirements. Website developer and manager of three websites: ptrgv.com, wtrgv.com, strgv.com. Collaborated with sales to develop internal brand strategies for programs and promotions.

### CONSULTING (SELF EMPLOYED)

*Blast Reach Communications / Mission, TX / 2009 - 2012*

Utilized fact-based tactics, to increase brand awareness and drive sales while creating lasting relationships between customers/consumers. All brands retail, eCommerce, B2B, and service benefit from the right mix of digital and traditional marketing solutions. Marketing Strategy, Brand Development, Digital Marketing, Graphic Design, Website Development, Photography, Reputation Management, Public Relations.



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## SKILLS

### GRAPHIC DESIGN & PUBLISHING

Adobe InDesign CC  
Adobe Photoshop CC  
Adobe Illustrator CC  
QuarkXPress 8,  
DPS Ad Tracker

### MICROSOFT OFFICE

Word, Excel, PowerPoint  
Access, Outlook

### OPERATING SYSTEMS:

Windows 10  
Mac OS X

### DATA REPORTING TOOLS

AC Nielsen, NPD  
Brio/Hyperion  
Retail Link  
Google Analytics

### ONLINE APPLICATIONS

Joomla!, Word Press, Shopify

Understanding of:  
PHP, MYSQL, CSS

## AWARDS

### 2019 / 5X5 BREWING CO.

Business of the Year

### 2007 / AVERY DENNISON

Corporate Leadership Award

### 1994-1997 / USMC

Honorable Discharge  
Good Conduct Medal  
Navy/MC Achievement Medal

## COMMUNITY

### CURRENT - DIRECTOR

Mission Chamber of Commerce

### CURRENT - COMMANDANT

Marine Corps League,  
Rio Grande Valley Detachment

## PROFESSIONAL EXPERIENCE (CONTINUED)

### MARKETING AND CORPORATE COMMUNICATIONS MANAGER

*Specialty Motions, Inc. / Corona, CA / 2008 - 2009*

Responsible for all Marketing operations. Redeveloped/Designed search engine optimized, database-driven web site within 4 months increasing reach exponentially and resulting in the average sale increasing by 150%. Developed a new corporate branding strategy and designed new logo. Developed new product brands including trademark initialization. Managed corporate press relations: press release writing, trade publication communications. Developed printed advertising plan, designed ads and coordinated with industry trade publications. Assisted Engineering with new product development to ensure optimal brand positioning and quality guidelines. Responsible for product photography and post-processing.

### CATEGORY INFORMATION ANALYST

*Avery Dennison / Brea, CA / 2004 - 2008*

Assisted with developing one of the first Category Management departments in the Office Supply Industry. Consulted with a Top-3 customer and affected change to the way stores catered to the consumer. Responsible for all retail customers (Office Superstores and mass merchandisers). Developed automated reports which effectively reduced preparation, and produced meaningful insights. Responsible for maintaining a relationship with syndicated data sources including AC Nielsen and NPD Group. Internal resource for training other users for both systems. Responsible for designing shelf layouts with effective trade-up strategies. Power-user of Space Planning software and internal resource for training other users.

### POINT OF PURCHASE DISPLAY SPECIALIST

*Avery Dennison / Brea, CA / 2003 - 2004*

Responsible for Mass Market display development for key customers including Walmart. Ensured all displays were cost effective. Developed new processes for cost analysis and streamlined display management. Managed allocation and delivery of product to fulfillment centers.

### TRADE MARKETING ANALYST

*Avery Dennison / Brea, CA / 2003 - 2003*

Drove process of inventory allocation for new retractable products. Core Team member for Business Process Improvement of Data Integrity across Office Products North America utilizing Six Sigma. Analyzed sales data to identify trends, and opportunities.

### PURCHASING MANAGER

*Don De Cristo Concrete Accessories / Westminster, CA / 1997 - 2002*

Created all procurement procedures. Improved order fulfillment and production times by 50%. Increased profits and production efficiency and cut operating cost by 50%.

### MAINTENANCE MANAGEMENT CLERK

*United States Marine Corps / Camp Pendleton, CA / 1993 - 1997*

Logistical specialty responsible for ensuring proper equipment readiness through efficient repair procedures and parts procurement. As a Non Commissioned Officer (Cpl), consistently responsible for supervising groups of 2-30 lower ranked individuals.