

CHRISTOPHER GROTKIN

GRAPHIC DESIGNER & MARKETING SPECIALIST



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GrotkinDesign.com



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Minneapolis, MN

EDUCATION

Iowa State University | 2013 - 2017

Bachelor's Degree in Graphic Design

Minor in General Business

Minor in Marketing

SKILLS & EXPERTISE

Proficient in Adobe Photoshop, Illustrator, InDesign, Premiere Pro, InCopy, Microsoft office software and Pocketmags.

Excellent videography, photography and drawing techniques.

Strong leadership, group, and time management skills.

Solid foundation of business and marketing practices.

PROFESSIONAL EXPERIENCE

WPS FRESH

Marketing Director | July 2023 - Present

As Marketing Director at WPS Fresh, I led the company through a complete rebrand, redefining its visual identity and messaging across all channels. I have been responsible for designing and producing all marketing and sales materials, including flyers, brochures, signage, and large-scale assets like semi-truck trailers. I created video content that showcases our operations and product capabilities, helping strengthen our industry presence. In addition to creative responsibilities, I track product performance data to identify trends, address underperforming items, and adjust marketing strategies accordingly. I also spearhead the branding and development of various retail product lines, ensuring they align with market demand and company goals.

FIELD NATION

Graphic Designer | February 2022 - February 2023

Designed new company image and design templates spanning print, email, digital, and social to elevate the company brand, supporting an increase in mid and large-enterprise interest by more than 200%. Created brand videos and animations for company promotion and new employee recruitment, also resulting in a 30% increase in asset engagement. Collaborated with an expansive marketing and creative team to implement designs based on requirements, modifications, and feedback. Partnered with a creative team to increase design throughput and improve speed to market. Created designs and video edits with Adobe Photoshop, Illustrator, InDesign, Premiere Pro.

EPG MEDIA & SPECIALTY INFORMATION LLC.

Interactive Media Designer | February 2020 - March 2022

Lead designer of two monthly print and digital magazine titles and collaborated on several others. Managed video editing across two online publications and the uploading of digital versions of all publications. Assisted in the creation and development of online webinars and classes. Collaborated with an experienced creative team and nationwide publishers on concepts and ideas. Created designs and video edits with Adobe Photoshop, Illustrator, InDesign, Premiere Pro. Digital magazine software experience includes Uberflip and PocketMags. Organized and maintained files using Microsoft office software.