

CHRISTOPHER GROTKIN

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 - December 2025

In my role as Marketing Director, I lead all brand, design, and creative strategy across the company, guiding the evolution of our entire visual identity and marketing approach. I oversaw a full rebrand, updating our look, messaging, and digital experience across every customer-facing channel. I design and produce all creative assets used in sales, marketing, and digital communications, including web graphics, email content, social media, photography, packaging, large-scale signage, and video content that highlights our operations and product capabilities. I collaborate closely with leadership, developers, sales teams, and department managers to ensure creative work aligns with business objectives, brand standards, and customer needs. My role includes developing user-focused layouts and digital experiences, managing multiple campaigns at once, and directing photo and video shoots to bring brand concepts to life. I also analyze product data and market performance to inform creative decisions, strengthen category visibility, and adjust strategies to support company growth.

FIELD NATION

Graphic Designer | February 2022 - February 2023

At Field Nation, I helped elevate the company's visual identity by creating updated brand templates and design systems across print, digital, email, and social channels. I produced videos, animations, and motion graphics that strengthened brand storytelling and increased engagement, while collaborating closely with marketing, creative leadership, and developers to refine concepts and ensure alignment with campaign goals. My work improved both creative consistency and team efficiency, contributing to higher interest from enterprise-level customers. I also supported faster delivery of assets by streamlining workflows and creating scalable design solutions using Adobe Photoshop, Illustrator, InDesign, and Premiere Pro.

EPG MEDIA & SPECIALTY INFORMATION LLC.

Interactive Media Designer | February 2020 - March 2022

As lead designer for two monthly print and digital magazine titles, I managed layout creation, editorial design, and end-to-end production for each issue. I collaborated with editors, publishers, and a nationwide creative team to develop cohesive visual concepts while overseeing video editing and digital media for online content, webinars, and classes. My work supported the transition of publications to digital formats using Uberflip and PocketMags, and I created graphics, layouts, and multimedia assets with Adobe Photoshop, Illustrator, InDesign, and Premiere Pro. I also maintained organized files and production schedules to ensure accuracy and consistency across all deliverables.