

# Michael Brill

Marketing design expert with more than 20 years of experience

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Bachelor of Fine Arts, Graphic Design and Marketing, Miami University, 1989

## Profile

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Multitalented graphic artist who has had solid results directing & implementing revenue-generating design projects from conception to launch, using my abilities to translate business requirements into effective advertising campaigns.

## Professional Experience

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**MindLeaders, Inc.**, Columbus, OH 1997-Present  
Role: Art Director

Working in an outstanding marketing team, I lead the communication design, interactive design and conceptual branding to move MindLeaders, Inc. forward in revenue. I worked closely with the creative team to create vision, conceive designs, maintain budget and consistently meet deadlines and requirements, improving brand visibility, driving sales opportunities and providing client support.

**Michelin Tire Corporation**, Greenville, SC 1995-1997  
Role: Graphic Designer

Illustrated concepts by designing rough layout of art and copy regarding arrangement, size, type size and style. Responsible for production of 300+ page travel guides. Illustrated corporate mascot for delivery on products and various multimedia forms.

## Career Highlights

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### Delivering Results

- Developed creative designs for integrated content marketing campaign utilizing national industry media; generated 3,500 leads in three months for MindLeaders (goal for year was 3,900 leads)
- Generated concepts to drive new Web 2.0 initiatives for MindLeaders, outpacing top competitors according to most social media metrics
- Led website redesigns propelling traffic and e-commerce sales increases of 9%
- Provided designs for direct-mail and digital opt-in campaigns, securing response rates of up to 15%
- Contributed to rebranding initiatives elevating MindLeaders to #2 e-learning company nationally

### Supporting the Team

- Planned as part of a marketing team to create content-based messaging over social media
- Worked with sales team to provide lead-nurturing resources and collateral, including drip marketing e-mails, brochures, PowerPoint presentations and messaging documents

## Technical Proficiency

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|-------------------------------|--------------------|-----------------|
| • Adobe Creative Suite        | • Microsoft Office | • Apple         |
| - Acrobat                     | - Word             | - Motion        |
| - After Effects               | - Excel            | - Final Cut Pro |
| - Dreamweaver                 | - PowerPoint       | • Windows       |
| - Flash (Action script 3 & 2) | - Outlook          | • Macintosh     |
| - Illustrator                 | • HTML             |                 |
| - InDesign                    | • CSS              |                 |
| - Photoshop                   | • XML              |                 |