

travis pohl

INFO

Profession
Graphic Designer

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SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Final Cut Pro X
- Motion
- MS Word
- MS Excel
- MS PowerPoint
- Photography
- Drone Pilot
- YouTube

Education

**Associate Degree
Graphic Design**
Madison College

WORK EXPERIENCE

Social Media Coordinator

Jung Seed Company / 2021 - Present

- Design and execute a social media strategy across 35,000+ followers on TikTok, Instagram, Facebook, and YouTube.
- Create and optimize a content calendar that encompasses daily posting for Jung Seed and six Jung Garden Center locations as well as an affiliate brand, Totally Tomatoes & Edmunds' Roses.
- Coordinate Facebook and Instagram advertising and leveraged the data and insights to make adjustments as needed.
- Design four digital ads per month.
- Capture photos of employees, greenhouses, fields and garden centers to be utilized across all digital and print marketing.
- Shoot and edit captivating video content for a weekly YouTube series, "The Garden Doctor".

Graphic Designer

InSpire Magazine / 2013 - Present

- Collaborate with the owners to create a monthly publication that has been in circulation for over 15 years.
- Creatively outline, mock, and design the 52-page magazine and advertisements each month while maintaining a fresh, modern look.
- Work collaboratively with the writers and photographers to ensure the brand vision is maintained throughout the process.
- Lead all communication and workflow with the printing company to guarantee final printing meets deadline and procedures to ensure the highest quality product.

Owner / Photographer

E&M Photography / 2010 - 2021

- Created, owned, and operated E&M Photography, specializing in shooting custom senior portraits and weddings.
- Created and implemented a business plan and launch plan for the business.
- Developed and executed a marketing strategy to grow business by 200% in just four years.
- Consistently researched locations and personalities of customers to ensure personalized shoots and quality of experience.
- Retouched and edited all images to ensure consistency in photography as well as to remove imperfections and correct color.
- Built a website and social media channels to expand the business, and used insights from web analytics to make updates as needed.

Marketing Coordinator

Ganser Company / 2009 - 2011

- Worked directly with the Vice President and owner to co-lead the marketing strategies to help grow and increase leads for the sales force.
- Created and maintained the company website to fit across all browser platforms including social media.
- Lead all graphic design initiatives, including standard media such as business cards, vehicle decals, direct mailers, and home show booth materials.
- Executed all digital marketing efforts, including a photo series of before, during, and after project documentation, as well as all video and time lapse photography for the website and YouTube channel.
- Collaborated daily with internal sales force, outside crews, and customers in order to gain a full understanding of all marketing needs by team.

Store Manager

American Eagle Outfitters / 2002 - 2009

- Managed a sales staff of 25-70 people to meet sales, payroll, and contest goals.
- Lead visual merchandising of seasonal and sales products, along with marketing and window presentation.
- Coordinated weekly scheduling and employee HR needs.
- Managed weekly sales and monthly staff meetings with associate and assistant managers.