

# Wes Yelvington

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## Summary

I'm not one to want to talk about myself. I love being a member of a team, even if I'm the only person in my department, I know there's a larger community that I'm a piece of. After 20 years working in the design and print industry working with the likes of big name brands all the way to boutique agencies, I've learned so much on how each client has it's own personality. Having to work strategy and understanding their voices and demographics has made me love being in marketing.

Leading teams of inside and outside resources to effectively accomplish projects ranging from simple signage needs, full brand identities, trade show booths, and full blown marketing strategies for changing monthly promotional signage and marketing kits; has been like playing in the major leagues for some kids.

Being able to take my background and bring it into my other passions like golf have been a dream come true. I've always had the belief that as long as I'm passionate and believe in it, I can produce something great!

I am continually recognized for the ability to deliver impactful results while leading in fast-paced, dynamic business environments.

When Steve Jobs gave his commencement speech at Stanford, he signed off with a quote from a magazine he was reading as a kid "Stay hungry, stay foolish"... That stuck with me pretty hard, and I try to believe in that everyday. I can always develop myself, my teams, and my abilities; to have an infinite mindset to be better, not the best.

Areas of Expertise Include:

Business Solutions • Print Productions Operations Leadership • Staff Management  
Project Management • Coordination & Logistics • Resource Allocation  
Layout & Composition • Print Productions Operations • Stakeholder Communication  
Business Process Improvement • Strategic Business Relationships • Strategy & Execution  
Customer Engagement • Graphics Design Practices • Brand Standards • Experiential Marketing • Vendor Relationship Management • Client Relationships • Adobe Photoshop • Adobe Illustrator

## Experience

### **Brand Director / Marketing Director**

Legion Electric Vehicles

Nov 2022 - Present (10 months)

Build an identity of a new LSEV Brand through networking and nurturing relationships with other brands and manufactures with in the golf, and recreational industries.

Manage out of house SEM/SEO team.

Create and identify opportunities to co-marketing strategies that will benefit existing brands and help gain visibility across multiple platforms to advertise, and grow brand awareness.

Direct and build internal marketing strategy and set budgets for quarterly marketing goals. Work directly with ownership and CFO for budget development.

Using limited resources to create and design elements for marketing materials to be released after public release of products.



## **Director of Creative Services / Client Relations**

Harmonic Media

Feb 2019 - Nov 2022 (3 years 10 months)

- Serve in an executive-level, client-facing role as the face of the organization in the marketplace, leveraging in-depth technical product and service knowledge to support the Sales team in closing new business.
- Manage and lead projects valued anywhere from \$80,000 to \$150,000 per month, delivered on time and within budget.
- Lead in key account management, building and maintaining long-term, professional client relationships to drive increases in business.
- Implement change to improve efficiency and increase departmental profits while managing the company's overall operations.
- Oversee several key elements of business, including hiring staff, working with Creative and Production teams, and driving inside sales and client retention.
- Work closely with the senior management team in developing long-term operational strategies that help meet company objectives.
- Lead the well-being of a company by working with various department leaders, including the Director of Production Operations, to ensure departments are operating as efficiently as possible.
- Liaise with ownership to make decisions for operational activities, set strategic goals, and work on the growth track for business internally and externally.



## **General Manager**

Harmonic Media

Jan 2017 - Nov 2019 (2 years 11 months)

- Oversaw all day-to-day operations, including leading a high-performing team and department heads.
- Worked with clients, serving in a sales capacity while building and maintaining professional client relationships.
- Built and maintained vendor relationships and partnerships to create a collaborative resource pool for outside capabilities.
- Created a positive, productive internal culture and atmosphere that valued accountability and productivity while driving professional growth.
- Continually educated the team on new technology, materials, and processes within the print world.
- Played a key role in controlling the budget for individual jobs and the overall monthly budgets within the company.
- Offered solutions and worked to resolve issues daily with the internal team and outside clientele.
- Created an environment where the organization brought concepts to reality through outside-the-box solutions.



## **Director Of Design and Operations**

Harmonic Media

Nov 2014 - Jan 2017 (2 years 3 months)

- Provided wide-ranging design and operations-related leadership, implementing change to drive operational print efficiency cost-effectively.
- Partnered with customers to develop new, innovative design elements for their brand.
- Designed everything from simple posters with corporate messaging, POP displays, and event brand packaging.
- Working with the team to bring the ideas sketched on a whiteboard to life, leading efforts to make what seemed impossible possible.



## **Design Director / Print Director**

The Artworks Unlimited LLC

Sep 2011 - Nov 2014 (3 years 3 months)

- Partnered with clients to design and produce fleet and custom vehicle graphics packages for emergency and commercial vehicles in the Colorado region.
- Collaborated with local law enforcement to design safety graphics for their vehicles using reflective striping and graphics.
- Served as a key team member on the leading edge of officer road safety, focusing on introducing specialized design and product elements to make them more visible day or night.
- Managed and directed the print production department, keeping machines maintained and running, so installation schedules were met.
- Completed R&D on new materials and worked with customers to find the best materials for their job and budget.



## **Creative Designer**

Jul 2010 - Oct 2012 (2 years 4 months)

- Collaborated with key clients to create a "360-degree experience" through brainstorming creative ideas and graphics solutions.
- Designed complete branding and artistic graphics packages that transformed interior spaces into visual experiences through the design, production, and installation of corporate identification, collateral, and special event signage.
- Worked hand-in-hand with architects, general contractors, interior designers, and end-users to make their brand come alive.



## **Lead Graphic Designer / Asst. Art Director**

GFX International

Aug 2000 - Oct 2007 (7 years 3 months)

Key member of the creative team. Created retail POP designs, and graphics for various markets. Starting in August 2000 fresh out of college, and worked my way up learning everything from how to develop film for screen printing, mixing my own spot colors, and understanding the Pantone charts, to working in pre-press. I learned to strip films, and set up art work digitally for screen print production. In the process of doing this I was also learning the how to design for retail, photo retouching, and understanding how to build art with a purpose.

- Fast Food Monthly Kit Designs for McDonald's, Rally's & Checkers
- In-store POP Kits for Speedway of America, Kum & Go, Sears Grand, Staples, and other retailers.
- Part of the design team for True Value Hardware stores updated look as of 2002. Designed and created in-store signage, POP materials, as well as more permanent interior graphics.

- Designed special event graphics, and trade show booth graphics.

## Education



**College of Lake County**

Associate of Arts - AA, Design and Applied Arts

## Skills

Team Leadership • Vendor Management • Business Strategy • Customer Retention • Customer Service • Creative Design • Graphic Design • Logo Design • Vehicle Graphics • POP design