



Dan Brumbach

Visual Communicator

610.207.7344

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danbrumbach.com

Experience **Senior Graphic Designer, MADJ Marketing, Shillington, PA, February 2020-Present**
Senior graphic designer for small marketing firm. Projects include brand development, drone videography, video editing, Snapchat animated video ads, social media graphics, logo creation, brochures, flyers, and PowerPoint presentations for major health networks, Fortune 500 manufacturing corporation, as well as several smaller businesses and non-profits. Created and maintained websites, landing pages, and email campaigns using Squarespace and Sharpspring.

Associate Art Director, Arcadia University, Glenside, PA, February 2011-January 2020
In-house associate art director for private university, designing and overseeing the production of nearly 350 printed pieces including brand development, logo creation, brochures, annual reports, alumni magazine, posters, flyers, banners, PowerPoint presentations, multi-language brochures, and digital signage. Redesigned overall university brand, including graduate program brochures, undergraduate deposit brochure, and a global recruitment piece. Redesigned the alumni magazine. Developed Arcadia Athletics logo and branding, including environmental graphics for athletics facilities. Managed graphic design interns. Managed mascot performers and scheduling. Operated drone for aerial photography. Served two two-year term on staff council and served on MSCHE self-study working group for curriculum design.

Graphic Designer, AMResorts, Newtown Square, PA, April 2009-February 2011
In-house designer for luxury resort management office. Projects include brand development, logo creation, brochures, flyers, PowerPoint presentations and multi-language brochures. Worked with printers and hotel management from Mexico, Dominican Republic, and Jamaica.

Graphic Designer, 23k Studios, Wayne, PA, May 2008-April 2009
Designer for award-winning direct marketing firm. Projects included direct mail piece and chart designs for ING DIRECT, promotional piece for Starcite, poster design for SAP, invitations and direct mail for HiFi House, direct mail for Integra, direct mail for Sharp, credit card designs and direct mail for Barclays Bank, brochure for HTSA. Developed informational brochures, postcards, self mailing brochures and charts, as well as product rendering, hand-crafted individual self mailers.

Freelance Graphic Designer, April 2008-Present
Created collateral for University of Florida, posters for Mid-Atlantic Retina, logos and USB card for Quaker Chemical Corporation, a logo and website layout for Sweet Addictions Bakery and a brochure for Schering-Plough.

Qualifications Conceptual communicator with an emphasis for clean and effective designs. Able to make deadlines and work comfortably in a fast-paced environment, handling multiple projects at once. Able to market campaigns towards any target audience with the use of color, layout and imagery. Meticulous attention to detail and craftsmanship applied to proofreading, video editing, comp building, product rendering, photo manipulation. Punctual with a great sense of humor and manners.

Knowledge with Macintosh OSX, exceptionally skilled in Adobe (Indesign, Premiere, Photoshop, Illustrator, Acrobat, Dreamweaver, Animate), Quark, Drupal CMS, Mailchimp, digital signage, ProofHQ, Basecamp, and Microsoft Office. FAA Remote Pilot certified, knowledge with DJI drone products, including Inspire and Mavic series. Experience with digital SLR Cameras.

Education **Kutztown University of Pennsylvania, Kutztown, Pennsylvania, May 2008**
Bachelor of Fine Arts in Communication Design
Concentration in Graphics and Advertising
Cumulative GPA 3.44

Portfolio danbrumbach.com/video



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Athletics Brochure | Arcadia University

14-page brochure featuring a fold-out page and strike-through varnishes throughout.



President's Circle Solicitation | Arcadia University

Custom mailer for the University's highest giving society. Pieces were developed as an invitation to renew membership or enroll.



Now™ Resorts Logo | AMResorts
Various logos developed for AMResorts



Athletics Logo | Arcadia University
Rebrand of athletics department logo