



Sam Hetzel

Graphic Designer

Ouray Sportswear

November 2014-Present

Lead Creative Artist/ Graphic Designer

- Create content for Ouray Sportswear's Resort and Collegiate markets, totaling in over 33 million dollars in annual revenue program.
- Manage the design for the company's SPG programs, including new initiatives for Amazon.com, Kohl's, and Mountain Khakis.
- Coordinate and spearhead design strategies and production: both in-house and overseas.
- Provide sales research, trend research, graphics, and art direction for national releases, with a current 20% average gain over previous years.
- Manage the Creative Art Presentation process: screening new requests, scheduling artists, and ensuring on-time, high quality content delivery.
- Train and educate staff in processes and programs necessary to the advancement of their designs and careers at Ouray.

Creative Artist/ Graphic Designer

- Lead in the design, development and implementation of the graphics, layout, and production for Ouray Sportswear's SPG and Golf programs
- Executed over 200 separate presentation projects in 2016.
- Produced content for company expansion projects, including presentation collateral for movement into direct retail space sales and initiatives into larger corporate markets.

Production Artist

- Designed and reviewed over 200 pieces of artwork and requests each week for in-house production in screen print and embroidery.
- Lead initiative to increase the production of our then newest print format, HCT, by a factor of ten.

Freelance Graphic Designer

January 2011-Present

Clients: Penn State Athletics, Colorado State University, The Colorado Women's Bar Association, The Greeley History Museums, and Funkwerks Brewery.

- Communicate with clients to address business objectives of their organization and formulate an effective marketing approach to be executed through innovative design concepts.
- Strengthen the marketability of a client and their organization through various forms of design, such as brand/identity design, logo design, advertisements, and vector graphics.
- Maintain correspondence with former clients, generating positive new client referrals

Jax Mercantile

September 2011-November 2014

Optics Department Manager, Graphic Designer, Social Media Lead

- Managed and responsible for a department of five: including product ordering, scheduling, and developing promotion and marketing plans to increase patronage.

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Education

Richmond University

London

(September 2008)

Masters in Art History

Lafayette College

Easton, Pennsylvania

(May 2006)

Bachelor of Arts in Art:

with Honors,

Bachelor of Science in Biology

Relivant Proficiencies

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Premire

Adobe After Effects

Wacom Drawing Tablets

Html

CSS

PHP

Flash

Constant Contacts

Filemaker Pro

DSLR Cameras

Photographic Lighting Systems

Conversational German

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- Created signs and imagery for the store to draw customers' attention to sales, products, and events.
 - Developed and executed engaging events that drove sales and brand awareness throughout the Front Range.
 - Ran social media marketing, including the embracing of then new online venues and expansion of customer interaction with Facebook, Twitter, and Instagram.
 - Monitored fashions and trends within Optics retail in order to maintain a balanced and yet cutting-edge inventory.

Aicon Gallery; New York, New York

Sept 2008-May 2010

Registrar and Exhibition Manager

- Maintained records of acquisition, condition and location of objects in the collection, and oversaw consignment, loans, packing, and shipping of works across the United States and internationally.
- Photographed and digitally corrected images of acquired works and exhibitions for gallery records and published media.
- Created monthly email blasts using self-produced photographs and Constant Contact templates.
- Managed, installed, and de-installed all exhibitions presented bi-monthly.
- Coordinated and implemented the systematic inventorying and cataloging of over 4000 works of art.