



GEOFFREY THUROW

GRAPHIC DESIGN & MARKETING SPECIALIST

- www.FrankensteinsDesigns.com
- geoffrey.thurow@gmail.com
- (210) 607 0848
- Marietta, GA, USA

EDUCATION

Bachelor of Arts - Graphic Design
University of Alabama
2002-2006
Tuscaloosa, AL

APPLICATIONS

- Photoshop
- Illustrator
- InDesign
- Acrobat Pro
- After Effects
- Dreamweaver
- Final Cut Pro X
- Microsoft Office
- Canva
- Figma

SKILLS

- Print Design / Layout Design / Prepress
- Digital Design / Content Creation
- Branding / Identity Design
- Email Marketing
- Social Media Management
- Video Editing & Production
- Photography
- Web Design (HTML / CSS / Site Builders)
- Project / Customer Relationship Management
- Creativity



MY PROFILE

With over 15 years of experience in marketing, design, and communication, I have cultivated a well-rounded skill set. I am adept at planning and initiating communications and promotional campaigns, managing social media accounts, developing and publishing press releases, and communicating objective outcomes. A wealth of on-the-job experience has trained me to align communications with business goals, measure the performance of campaign strategies, and refine approaches as needed. I am a creative, hands-on professional with expertise in social media, branding, art direction, and project management.

WORK EXPERIENCE

2017 - 2025 DIRECTOR OF MARKETING & DESIGN

PRODEW / AGUAIR

- Led the design and production of all print and digital marketing materials.
- Managed product photography and image editing for websites, catalogs and promotional campaigns.
- Developed and edited video content, motion graphics, and created assets for presentations, social media and email marketing campaigns.
- Utilized Google Analytics to assess campaign effectiveness and guide strategic marketing decisions.
- Produced instructional illustrations and infographics.
- Designed trade show displays, marketing materials and oversaw logistics to ensure effective presence at national and international events.

2014 - 2017 ART DIRECTOR

PUBLICATION MANAGEMENT, INC

- Produced the layout and design of editorial content and advertisements for a well-established publishing company.
- Oversaw the production of multiple publications within a fast-paced, deadline-driven environment.
- Collaborated with editorial and sales teams to ensure cohesive visual presentation.
- Coordinated the digital online publications across multiple media platforms.

2013 - 2014 ART DEPARTMENT MANAGER

AD PRODUCTS BAZZAR

- Oversaw the art department in the creation and preparation of graphics for screen printing, embroidery, and heat transfer applications on promotional products.
- Ensured all artwork met production specifications while coordinating with internal teams to support efficient workflows and high-quality output.

2010 - 2013 SENIOR GRAPHIC DESIGNER

APPEN MEDIA GROUP

- Produced four (4) weekly newspapers: Roswell/Alpharetta Revue & News • Johns Creek Herald • Milton Herald • Forsyth Herald. Administer all web

2007 - 2009 LAYOUT GRAPHIC DESIGNER

KEY WEST CITIZEN NEWSPAPER

- Designed and laid out the A section of a daily newspaper. Reviewed and selected Associated Press content for relevance and engagement, to meet the interests of the publication's general readership.

2007 - 2025 GRAPHIC DESIGNER / PREPRESS SPECIALIST

FOUR SEASONS PROMOTION / TOM SAWYER KEYBOARD ADVERTISING / RED HOT SIGNS / PROTECH PRINTING

- Created stunning artwork for several promotional printing companies.

COVER LETTER

Geoffrey Thurow

Graphic Design and Marketing Professional

Dear Hiring Committee,

With over 15 years of experience in video production, marketing management and graphic design and across both print and web, I am excited to apply for position at your company. My passion for visual storytelling, combined with a strategic marketing mindset, allows me to create compelling brand experiences that drive engagement and business growth.

Throughout my career, I have successfully led branding initiatives, website designs, social media campaigns, and print marketing materials, ensuring cohesive and impactful messaging.

My expertise spans:

- **Graphic Design** – Expert in Adobe Creative Suite, developing eye-catching print and digital assets, including publications, presentations, websites, and social media graphics.
- **Marketing Strategy & Management** – Proven ability to craft data-driven campaigns that boost brand awareness, customer engagement, and lead generation through social media, email marketing, and content creation.
- **Video Production** – Skilled in video editing, motion graphics, and storytelling, producing high-quality content that enhances brand narratives and audience engagement.
- **Project & Team Management** – Experienced in leading and collaborating with creative teams, ensuring timely delivery of high-quality visuals and projects.

By combining traditional print design with modern web technologies, I create seamless omni-channel marketing experiences that help businesses stand out in competitive markets. I thrive in fast-paced, creative environments and bring a collaborative, strategic, and detail-oriented approach to every project.

I am eager for the opportunity to discuss my expertise and innovative thinking and how I can contribute to your team's success. Please find my resume attached for your review. I look forward to connecting with you! Thank you for your time and consideration.

Sincerely,

Geoffrey Thurow

Geoffrey (Jeff) Thurow
geoffrey.thurow@gmail.com
(210) 607-0848
www.FrankensteinsDesigns.com

