

THOMAS D. AARON

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Imaginative, tenacious, and multifaceted creative and marketing professional with a proven ability to find inventive and rational solutions to complex problems. Adept at brand and identity creation, graphic communication and delightful user-experience design, social marketing, SEO/SEM, project development, workflow and management, and initiation of procedural systems. Superior communication, persuasion, and team management skills with a tremendous eye for detail. Excellent ability to lead in fast paced, dynamic environments with flexibility, creativity and strategic vision. Accustomed to working under tight deadlines with very limited budgets leading small nimble teams.

Areas of expertise include:

- UI/UX Design
- Brand Strategy
- Digital Marketing Strategies
- Graphic Design Communication
- Creative Direction
- Team Management
- Project Management
- Early Trend Recognition
- Social Marketing
- Environmental Design
- Copy Writing and Editing
- Interpersonal Relationships

PROFESSIONAL EXPERIENCE

GAMEBRAIN

2013 - 2014

SAN FRANCISCO, CA | MOBILE GAME DEVELOPMENT PLATFORM

Marketing and Creative Manager

- Lead roll in the UI/UX development for the Gamebrain platform reporting directly to the CEO.
- Complete re-imagining of Gamebrain.com and redesign of Connect2Media.com
- Lead design of the Gamebrain look and feel coordinating across multiple outlets.
- Help organize game dev marketing events in the San Francisco Bay area.
- Produce low-fidelity wire-frame flows and pixel perfect high-fidelity mock-ups.
- Responsible for tone and voice - including majority of customer-facing written communication including all website marketing copy and bulk and transactional email templates.
- Lead the development of inbound, outbound, and social strategies - increased engagement by 530%.
- Coordinate and specify product priorities with development team.
- Develop in HTML 5 and CSS/Less in a Git version-controlled agile environment on an AngularJs, Bootstrap, and Concrete 5 CMS Framework.
- Self produce marketing creatives and presentations.

“Tom joined the Gamebrain team as its Marketing Manager providing input into the marketing plan, web creative, SEO/SEM set up and then delivering the required actions. He is always highly constructive, adaptable and the work he delivers is of a high quality. Additionally, he was willing to learn and develop new skills to further drive the project. I would highly recommend Tom for any creative marketing or online design role.”

- Greg Robinson CPO, Gamebrain

ALLEN - MILLO ASSOCIATES | CUCINA RESTAURANT GROUP

2006 - 2013

SALT LAKE CITY, UT | RESTAURANT DEVELOPMENT AND MARKETING, REAL ESTATE DEVELOPMENT, ARCHITECTURE

Creative Director | Architectural Project Manager

- Developed multiple websites for Allen-Millo Associates, Cucina Restaurant Group and their subsidiaries.
- Directed Creative Team generating, reviewing, and approving all major branding and style decisions, writing, photography, marketing initiatives, info-graphics and collateral for multiple organizations.
- Oversaw and contributed to the creation of highly complex three-dimensional architectural models.
- Initiated IT sharing platform and storage methodology to dramatically increase productivity and access to information across multiple organizations.
- Primary owner liaison of construction oversight for \$3.9 to \$18M real estate development projects, handling majority of on-site aesthetic, scheduling, and budgetary decision making.
- Negotiated city and county bureaucracies to gain permits and approvals for time-critical projects.

ADDITIONAL RELEVANT EXPERIENCE

HILTON SALT LAKE CITY AIRPORT

Guest Services Manager

- Initiated rotational scheduling to reduce labor costs and meet guests' needs during peak demand.
- Supervised 15+ Guest Services staff and oversaw hiring, training, and scheduling.

EDIT TECHNOLOGIES LARGE FORMAT GRAPHICS & MARKETING

Graphic Designer and Signage Production Manager

- Produced large format printing and signage under tight deadlines.
- Responsible for graphic design, job workflow, and marketing strategy for key clients.
- Maintained complex electrostatic printer, laminators, mounting and finishing presses, and systems.

EDUCATION

BFA | Art 2006 University of Utah, Salt Lake City, UT

- Concentration in Painting and Drawing
- Graduated cum laude

Internship | Axiom 2004 Salt Lake City, UT

- Engaged following internship as illustrator for work on *Lemony Snicket's A Series of Unfortunate Events* for Nickelodeon Movies.

AAS | Visual Art & Design 2003 Salt Lake Community College, Salt Lake City, UT

- Concentration in Commercial Photography
- Graduated president's list

PROFICIENCIES

- Adobe Illustrator, InDesign, Photoshop
- HTML 5, CSS 3/Less
- Balsamiq, Sketch3
- Microsoft Business Suite
- SketchUp Pro, Archicad/Lightworks
- Spanish - intermediate fluency