

## **John Knutson**

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### **Professional Summary**

Versatile and seasoned Graphic Designer and Marketing Specialist bringing 15+ years of experience in strategic marketing, branding, and content development across diverse industries. Well-versed in producing impactful advertising campaigns, managing social media marketing, and creating compelling marketing collateral. Proficient in creative writing, graphic & web design, animation, and event planning.

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### **Work History**

**Graphic and Web Designer**, January 2023 to Present

**Education Department, Gila River Indian Community (GRIC)** – Sacaton, AZ

- Maintain comprehensive CMS/website, growing thousands of new users
- Regularly develop large conference and event theme oriented promotional marketing materials
- Designed engaging digital graphics that enhanced user experience, resulting in increased website traffic and deeper student engagement.

**Contract Creative**, July 2021 to Present

**Arizona Army National Guard, Recruiting and Retention Battalion (RRB)** – Phoenix, AZ

- Created strategic marketing content to the Arizona Army National Guard's Recruiting and Retention Battalion (RRB), resulting in improved recruitment visibility
- Developed targeted video/motion animations and social media for large events such as the 2023 Men's Final Four Basketball Championship, Blake Shelton, Country Thunder Concert Series, and others resulting in increased brand visibility

**Marketing and Public Relations**, September 2013 to April 2021

**Health Quest Therapy – Wasilla, AK**

- Created branding and communications strategies for a multi-location rehabilitative therapy clinic group expanding patient base to 60% of local market
  - Produced informational print and digital collateral graphics as part of comprehensive rebranding effort, improving visual appeal, expanding patient, and physician knowledge of our professional services
  - Forged strategic partnerships with local healthcare providers, resulting in a noticeable increase in patient referrals and enhanced community presence
  - Produced robust advertising campaigns for distribution on broadcast television creating increased referrals and patient visits
  - Recruited and managed a corporate-sponsored athlete and expanded participation in community-focused marketing events, increasing brand awareness
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## **Additional Experience**

### **Marketing Director and Special Projects**

**Impact Case and Container (ICC) & Heater Craft Marine** - Rathdrum, ID

- Grew aluminum firearm case customers to include all significant national outdoor retail companies
- Created and managing a successful manufacturing program for parts and assemblies produced in Asia achieving substantial annual cost savings and increasing profitability
- Developed and maintained two comprehensive e-commerce websites growing in-house sales and improving customer experience

### **Graphics Manager**

**Jore Corporation** – Ronan, MT

- Oversaw the creation and launch of hundreds of stock-keeping units (SKUs) for Costco, Lowe's, The Home Depot, Sears, and others
  - Recruited and led a team of creative professionals including artists, engineers, and project coordinators that grew company from 5 M in annual revenue to 60 M in five years
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## **Education**

**Southern New Hampshire University**, Manchester, NH  
**Master of Fine Arts**, Creative Writing

**Art Institute of Pittsburgh**, Pittsburgh, PA  
**Bachelor of Science**, Web Design and Interactive Media

**Colorado Institute of Art**, Denver, CO  
**Associates of Visual Communications**

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### **Skills**

- Graphic/Web Design
- Illustration
- Creative Writing
- Editing
- Photography
- Marketing
- Package Design
- Branding
- Motion/Animation Design
- Video Editing
- Sales

### Technical Skills

- Adobe
  - Microsoft Office
  - Monday.com
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### **Links**

Portfolio: <https://www.jknutsoncreative.com>

LinkedIn Profile: <https://www.linkedin.com/in/john-knutson-11a2a9192/>