JOE SAUSAMAN

MARKETING DIRECTOR / ART DIRECTOR

PROFESSIONAL EXPERIENCE

2021 - PRESENT

AmeriWound

Marketing Director / Mayfield Heights, OH

- Responsible for all marketing and design needs including but not limited to website management, multi-channel social media marketing, digital campaign execution, CMS integration, print and promotional materials, physician recruitment and development of processes to target business leads
- Document and analyze business operations and procedures to determine areas of improvement in marketing, recruitment, department efficiency, and lead generation
- Analyze and synthesize project needs into job plans, detailing critical information to include technical, logistical, and financial challenges

2015 - 2021

The Impact Group

Art Director / Hudson, OH

- Oversee and direct design team, successfully manage marketing and communications needs for more than 30 clients every month, and manage client meetings
- Jointly increase sales every year for 6 years straight
- Launched dozens of brands and rebrands including municipalities, start-ups, businesses, DD boards, school districts, and more
- Created marketing materials for dozens of successful school and municipality levy campaigns
- Design, create, and maintain client websites
- Increase the success and visibility of client websites via SEO optimization with software such as Hubspot, Google Analytics, and WooRank
- Proven lead generation through execution of sequenced eBlast/drip campaigns
- Collaborate in the design process from inception to rollout, offering solutions in conceptual models, layouts, themes, names, taglines, and more

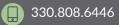
2014-2015

American Greetings

Graphic Designer / Brooklyn, OH

Created eBlasts and social media collateral for American Greetings as well as sister companies such as justWink, Blue Mountain, and Cardstore.com











Education

The University of Akron

- Akron. OH

Bachelor of Fine Arts / May 2014 Major: BFA with a focus in Graphic Design

Green High School

- Green, OH

High School Diploma / 2004

Interests

Tech

Music Music

Space

Working Out

Current Events

Charitable Involvement

- » Rayl Charities (since 2018)
 - Art Director, responsible for all design-related needs
- Do Good by Dan (since 2017)
 - Organize and host charity golf tournament every year in my brother Dan's memory
- HalloWin Race (since 2020)
 - Create all marketing materials for charity 5k run every year

Awards

- The Communicator Awards
 - Award of Distinction for the rebrand of Mohr Stamping
- The Communicator Awards
- Award of Distinction for Woodridge Local School Districts 2016 Quality Profile