

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

See a selection of recent work at jsausaman.com

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 3716 Wyndham Ridge, Stow, OH

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



Space



Working Out



Crypto



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