

BRYAN KEITH ROHRER

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<https://www.bryankeithrohrer.com/#portfolio>

<https://bryankeithrohrer.com/portfolio-print-12062024.pdf> (64 MB)

PROFESSIONAL SUMMARY

Experienced and dynamic branding specialist, graphic designer, developer, and film, digital film editor known for creating impacting designs and collaborating effectively across diverse teams. Possesses demonstrated ability to develop and implement successful strategies, meet tight deadlines, and exceed goals.

SKILL SETS

Positive Character Traits

- Attention to detail
- Budget Minded
- Creative Intellect
- Critical/Consequential Thinking
- Empathic Understanding
- Problem Solving Skills
- Inventive
- Professional Phone Edict
- Public Relations Experience
- Responsible
- Self Motivated
- Spelling Proficiency
- Strategic Minded
- Strong Communication Skills
- Time Management Proficiency
- Trustworthy
- Well Organized

Design/Technical Skills

- Accurate typing: 35 WPM
- Adobe Creative Suite
- Affinity Studio
- Android Experience
- Artificial Intelligence Experience
- Apple Macintosh
- Apple iOS
- Apple Motion
- Bootstrap, CSS, HTML, PHP, WordPress
- Branding, Graphic/Logo Design
- DaVinci Resolve Proficiency
- Experience with Multiple Office Suites
- Final Cut Pro
- Large/Standard Print Layout
- Linux Experience (various distributions)
- Microsoft Windows Experience
- Responsive Website Design

WORK HISTORY

Assistant Producer & Graphic Designer

August 2018 to Current

Bos Production

Olympia, WA

- Collaborated with award-winning director on branding, graphic design, print media creating graphics, logos, marketing materials, social media, website content.
- Conducted research on reality/documentary film viability/direction, focusing on privacy considerations for vulnerable persons.
- Developed treatment protocols ensuring consistency in color schemes, aesthetics, messaging across various topics and brand initiatives.
- Maintained brand standards, continuity, brand usage for stakeholders/media outlets, reinforcing visual identity.
- Worked securing funding for film projects, identifying/engaging interest groups/individuals aligned with themes/goals.

Volunteer Instructor/Graphic Designer/Marketing/Development

9/2010 to 10/2018

Arts Motivation for Youth

Indianapolis, IN

- Worked with actor/founder Jonathan Thompson to design/establish branding for a non-profit performing arts youth program.

- Partnered with leaders for promotional strategies/teaching materials focused on youth engagement.
- Curated/edited multimedia, newsletters, graphics, sound files, interviews, communication/outreach.
- Conducted game programming workshops for teens using 'Scratch' via portable network.
- Created/distributed marketing materials, supporting visibility/youth participation.

Technical Recycling Specialist

11/2017 to 7/2018

Techo Rescue

Aurora, CO

- Inventoried tech assets for recycling, destruction, resale, causing reducing environmental impact.
- Leveraged research, using various resources, assessing human hazards/resale value of tech items.
- Ensured strict adherence to federal/state/municipal regulations for disposal of tech waste, maintaining compliance/safety standards.

Netflix Tech Support Specialist

11/2017 to 3/2018

In Touch 24/7

Aurora CO

- Accurately resolved user issues related to streaming platform, ensuring customer satisfaction.
- Provided tech assistance to users on Macintosh, Linux, Windows, resolving errors for users.
- Consulted databases identifying/troubleshoot/errors/conflicts between hardware/software.
- Escalated tickets to support teams, ensuring timely/effective resolution of persistent issues.
- Maintained documentation of interactions/issues/resolutions, contributing to a knowledge base for training purposes.

Branding, Graphic Design, Website Design, Development

7/2011 to 1/2015

Internet Webforce

Noblesville, IN

- Built websites programming in PHP/HTML5/XHTML/CSS3, ensuring optimal performance.
- Created/developed brand reach/awareness, contributing to growth/impact.
- Developed graphics, logos, marketing materials/print campaigns strengthened client identity/reach/increase customer base/retention.
- Boosted clients brand awareness/identity through graphic design, display printing/written content.
- Successfully managed/executed multifaceted design projects, web development, branding, print design, to deliver cohesive and impacting results for diverse clients.

Branding, Graphic Design, Marketing

7/2003 to 1/2015

Southern Oregon Window Cleaning - Medford, Oregon

- Remotely collaborated with the owner to create brand-centric graphics, print materials, and marketing pieces, ensuring consistent/professional representation across all media.
- Developed comprehensive analytic reports from website providing insights to the owner, focused on measuring, growth/retaining customers within demographic window cleaning/janitorial market.
- Improved strategies by measuring marketing campaigns, leading to enhanced customer acquisition
- Optimized company's website through targeted marketing, increasing brand visibility/customer engagement.

Education

2020 University of Michigan

Lansing, MI

Certificate

Advanced Styling with Responsive Website Design Certification

2021 Digital Workshop Center

Fort Collins CO

Certificate

Advanced Graphic Design

2009 - 2013 Full Sail University

Winter Park, FL

Digital Marketing

Bachelor of Science