

Russ Ault

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WORK EXPERIENCE

Innovative Event Services

Feb 2024 – Dec 2024

AV Technician

Charleston, SC

- Served as the Technical Director for the Holy City Halloween Haunt and Sleigh Room from September to December, managing lighting, sound, and daily operations for both events.
- Set up, managed, and handled load-outs for AV equipment at various events, including lighting, sound, and video projection.

Hybrid Marketing CO

Jul 2021 – Sep 2023

Graphic Designer / Frontend Developer

Denver, CO

- Designed and developed user-focused websites and design systems for multiple clients, ensuring visual consistency and optimal user experiences.
- Led web product optimization with mood boards, mockups, and UI guidelines, improving user satisfaction by 25% across various projects.
- Created print campaigns, magazine ads, programmatic ads, and email templates, boosting brand visibility and driving sales.

Unique Properties

Feb 2020 – May 2021

Marketing Director

Denver, CO

- Led strategic communications and branding efforts in commercial real estate, executing campaigns for 32 brokers and the executive team to enhance reputation and expand the client base, including proposals with top producers and Greystar apartment contracts.
- Directed editorial content, press releases, collateral design, and distribution; managed agent onboarding, website upkeep, newsletters, social media, and trade show presentations.

Univera

Jan 2019 – Nov 2019

Digital Marketing / Frontend Developer

Seattle, WA

- Spearheaded social marketing initiatives in collaboration with sales and marketing, driving product education, promotions, and trade show events through strategic website and social media campaigns that boosted brand awareness, increased web traffic, and elevated sales.

Planomatic

Mar 2016 – Apr 2018

Production Lead / Client Services

Denver, CO

- Started in client services and was promoted to Production Lead within seven months. Built and maintained strong relationships with nationwide clientele and top producers, delivering exceptional color correction and retouching services to drive client retention.
- Collaborated bi-weekly with Field Operations leadership to enhance photographer quality and ratings while leading a 12-member production team to ensure excellence in customer service, production management, and product quality.

SKILLS & INTERESTS

- **Skills:** Leadership; Brand Strategy; Project Management; Problem Solving; User-Centered Design; Frontend Development; Product Optimization; Print & Digital Campaigns; Client Relationship Management
- **Interests:** Guitar, Piano, Drums, Music Production; Poster Design; Live Music; Skateboarding; Movies

EDUCATION

Rocky Mountain College of Art + Design

- Graphic Communications, Coursework Completed: 2011–2013