

Nathan J. Brown

Phone: 810-280-6476

Email: NathanJB96@gmail.com

Website: natebrown.art

Experience

Okemos Public Schools - Digital Communications Specialist

2024 - Present

- Creation / Ownership of the OPS name across Instagram, Facebook, and YouTube to increase SEO and collected over 365,000 views across Facebook and Instagram organically
- Reformatted the OPS district and building (Elementary, Middle, High School) web pages to meet accessibility standards using the content management system FinalSite (This also improves legibility and visual flow with finding resources)
- Defined the brand standards for the district and implemented a list of templates and guidelines for faculty and leadership to follow to maintain proper consistency
- Implementation and creation of apparel items, custom medals, video promotions, event photography and printed flyers for the annual Wolf Run 5K, gathering local sponsorships and pre-sales

Elev808 Designs - Production Designer

2024 - 2025

- Produced over \$50,000 in sales working on apparel items for Only Fridays drops, creating 1 - 2 apparel items per week, every week.
- Ensured quality production all throughout the design process and production process by communicating with manufacturers, customer service reps, and festival producers.
- Created materials and content for new hires and the on-boarding process to ensure the smooth transition of fellow designers into Elev808.
- Increased social media presence by 30,000 followers across multiple platforms by working with content creators to bolster organic posting and engagement.

Baker College - Creative Designer
2018 - 2023

- Produced over 15,000 items for our 2023 Graduation Commencement ranging from Live-Streams, Event Photos, Social Media Walls, Printed Programs and rolling out the college's new official Seal.
- Created assets for the baker.edu homepage and emails including hero images, GIFs, and headers in conjunction with the Web and IT departments.
- Lead a project with each location's Director of Student Affairs to keep students engaged during the COVID-19 pandemic across social media platforms.
- Help fostered a social media presence of over 36,000 followers by working with the Chief Operation Officer and Social Media Manager.

Red Fox Outfitters - Marketing Associate & Content Creator
2015 - 2018

- Collaborated with Marmot and produced a video shown at their International Marketing Meeting showing an increase of over 9,000 viewers.
- Organized co-founders and employees schedules to craft product review videos for promotion of new products to increase sales and raise awareness.
- Provided unique content for website updates on the home page including, graphics, videos, and animations to direct users to specific products and links.

Luminous Media - Senior Creator / Founder
2017 - 2020

- Designed the identity for the podcast 'Nothing Much Happens' which grew to exceed 1,000,000 downloads with over 70 episodes, in more than 10 different countries.
- Produced the trailer and for the 'Peace Begins with Us' event at The Capitol Theatre in Flint, MI with the Crim Fitness Foundation, workshoping with over 1,200 people live.
- Filmed a short documentary with students in the Flint Community School district to show how mindfulness can improve mental health in younger age groups.
- Through networking resources we created a branding kit for Tanz and Things in Billings, MT with a new website, new brand identity, and new logo.

Education

University of Michigan | BFA in Media Design w/ Honors

2017 - 2019

3.5 GPA

Mott Community College | Associates in Graphic Design

2015 - 2017

Michigan Transfer Agreement

Fenton High School | High School Diploma

2011 - 2015

Yearbook / Video Production Staff

Skills / Applications

**Illustrator Graphic Design - Premiere Pro Video Editing - After Effects Animations - Google Suite -
Adobe XD UI Design - Monday Project Management - Basecamp Project Management - Video
Production - Photography - Wix Website Development - Social Media Proficiency - Frame.io -**