

# JOSH LUDLOW

Creative Director | E-Commerce Manager | Marketing Strategist

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## SUMMARY

Strategic creative leader with 10+ years driving digital transformation and revenue growth through innovative marketing campaigns, e-commerce solutions, and brand development. Proven track record building high-converting websites, managing multi-channel marketing operations, and leading cross-functional teams. Expert in UI/UX design, marketing automation, and data-driven campaign optimization with measurable ROI.

## CORE COMPETENCIES

### Creative Leadership

Brand Strategy • Art Direction • UI/UX Design • Content Production • Team Management

### E-Commerce

Website Development • Conversion Optimization • Product Management • Subscription Models • Analytics

### Marketing

Campaign Strategy • Email Marketing • Automation • Google Ads • SEO/SEM • Social Media

### Technical

Adobe Creative Suite • HubSpot • Klaviyo • WordPress • HTML/CSS/JavaScript • 3D Modeling • CMS Platforms

## EXPERIENCE

### Graphic Designer & Media Specialist

C.R. Onsrud, Inc. • 2023–present

- Spearhead digital marketing strategy across web, email, social media, and sales channels for B2B manufacturing company
- Design marketing and sales assets for marketing collateral, tradeshows, digital assets, social media, and customer facing documents
- Collaborate with sales leadership to develop data-driven marketing campaigns that align with revenue objectives
- Design and implement automated email marketing workflows across multiple departments, increasing engagement and lead conversion
- Develop several internal applications for task delegation, project organization, campaign tracking, CRM functions, and customer service and sales tools
- Program and design visual touch screen display showcasing dozens of large complex product offerings in a visually pleasing and informative way
- Direct and produce video production projects, managing cross-departmental coordination during complex industrial shoots
- Created user-friendly HMI interface for primary CNC controllers, enhancing operator experience and reducing training time

**Key Achievement:** Redesigned an e-commerce website, created custom plugins including SEO, email automations, task organization, and advanced coupon functions. Retargeted SEO keywords and supporting sales strategies for an increase of 900+% in sales in one year.

## Web Graphic Designer

Practicon • 2023–2023

- Drove email marketing production, designing and deploying campaigns while managing editorial calendar
- Developed Amazon storefront graphics and A+ Content to optimize product listings and drive conversion
- Collaborated with marketing team on Google Ads strategy, email automation, and campaign performance optimization
- Streamlined customer service operations through automation templates, improving response time and satisfaction

**Key Achievement:** Transformed email production output from 3 a week to 12 in 1–2 days by restructuring production calendar; created product database that identified pricing errors and automated marketing workflows. This included creating dynamic personalized email templates.

## Design & Promotions Manager

Positive Action for Christ, Inc. • 2020–2023

- Directed comprehensive marketing strategy across print, digital, and social channels for 200+ product catalog
- Managed Google Ads, Analytics, Active Campaign, and social media with regular performance reporting to leadership
- Built and maintained company website with 130+ pages, creating targeted landing pages for campaign conversion
- Led cross-departmental product launch initiatives from concept through execution

**Key Achievement:** Designed and launched complete company website; orchestrated multi-department product launches; managed \$100,000 campus redesign project, increasing employee satisfaction and property value

## Multimedia Producer

Positive Action for Christ, Inc. • 2015–2020

- Served as department head overseeing budget management, analytics reporting, and marketing presentations
- Produced video content for conventions, training programs, and social media marketing
- Designed and implemented digital asset management system for organization-wide efficiency
- Conducted internal training sessions on software tools and optimized processes

**Key Achievement:** Authored 83-page project management framework improving interdepartmental communication and efficiency; developed packaging/shipping manual reducing company error rate to 1.15% annually

## EDUCATION & TRAINING

### Professional Development

Sandler Sales Training • Sandler Foundations • Forklift Operator Certification • Emotional Intelligence Training

### Education

Degree in Advertising & Graphic Design from Nash Community College • GPA 4.0 • Completed advanced courses via Udemy, MasterClass, Coursera, Lynda.com, and EdX in marketing, design, and business strategy

### Awards

First Place, NC-CCSC Statewide Graphic Design Competition