

Brandon Banks

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Education

Whitworth University

Human-Computer Interaction (BA), May 2020

Computer Science (Minor), May 2020

- Whitworth Leadership Staff: Oliver Hall RA
- Campus Fitness Club: President
- UX Design Project: En Christo Website Creation & Launch
- Software Engineering Project: “*Chicano Trail*” PC game developed for Mead School District

Professional Experience

Seeking Health | Bellingham, WA

Email Marketing Specialist (May 2023 - Present)

- Design and execute email marketing campaigns in Klaviyo, ensuring compliance with FDA guidelines and industry best practices.
- Manage and maintain the company app, creating visually engaging graphics using Adobe Photoshop and Adobe XD.
- Oversee the creation and distribution of push notifications and SMS messages to optimize customer engagement and retention.
- Develop high-quality display and social media ads for platforms including Google Ads and social media channels to drive brand awareness and conversions.

Phase3 Digital | Spokane, WA

Graphic Designer (August 2020 - May 2023)

- Designed and produced compelling social and display ad sets for local and national businesses to drive brand visibility and engagement.
- Developed and managed detailed social media calendars, scheduling posts to align with client goals and optimize audience reach.
- Built, updated, and maintained websites for clients, ensuring functionality, user experience, and adherence to branding guidelines.
- Compiled and presented monthly reports, analyzing key performance indicators (KPIs) to highlight campaign performance and actionable insights for clients.

United Premier Soccer League (UPSL) | Los Angeles, CA (Remote)

Marketing Intern (May 2020 - July 2020)

- Assisted in establishing the marketing foundation for the new UPSL division in Alaska, including branding and promotional strategies.
- Designed key branding assets such as the division logo, slogan, and hashtag to build a strong and cohesive identity.
- Produced and distributed weekly update materials, including full-time reports, game notifications, and other division communications.
- Managed and contributed to the division's social media presence across multiple platforms to engage and grow the audience.

Whitworth University Athletics | Spokane, WA

Creative Director (October 2018 - May 2020)

- Revamped brand identity with creative graphics and videography.
- Collaborated and worked independently to achieve project goals.
- Scripted, storyboarded, budgeted, and organized media for video production.

Whitworth.FM | Spokane, WA

Web Director (August 2019 - May 2020)

- Designed and launched a modern, updated Whitworth.FM website.
- Maintained and enhanced the website with contemporary design and fresh content.
- Developed the Whitworth.FM mobile app using the Software Engineering Process.

Yosemite Sierra Summer Camp | Bass Lake, CA

Media Coordinator (Summer 2019)

- Produced professional content for YSSC marketing and special events.
- Led a three-person media team to meet daily content goals.
- Published 200+ photos daily and one video weekly to enhance camp visibility.

Skills

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- Marketing: *Google Ads, Google Analytics, Meta Ad Manager, Klaviyo*
 - Graphic Design: *Illustrator, Photoshop, InDesign*
 - Computer Science: *HTML, CSS, C++, Javascript*
 - UX Design: *Adobe Creative Cloud, Sketch, SEO*
 - Videography: *Premiere Pro, After Effects, Motion Graphics*