



# Greg Culver

Marketing Director & Graphic Designer

**Phone**  
(716) 867-9639

**Email**  
culver.greg@gmail.com

**Web**  
www.gregculver.com

**Address**  
126 Pearl Street  
Springville, NY 14141

## EXPERIENCE

**Marketing & Retail Sales Director**  
*September 2015 - Present*

● **HoliMont Ski Area**  
Developed company website geared towards mobile device and ADA compliance. Created and negotiated annual campaigns for web, print and radio. Increased weekday pass sales by 70% through targeted campaigns.  
  
Web • Contact Management & Communications • Social Media Design  
Retail & Rental Operations • Point of Sale • Events

**General Manager**  
*August 2003 - October 2014*

● **Sliders Snow & Bike Shop**  
Built a retail location and brand that thrived for over 10 years. Developed business relationships and honed customer service skills.  
  
Retail & Rental Operations • Marketing • Social Media • Scheduling  
Purchasing • Inventory • Accounting • Events • Merchandising

**Marketing Coordinator**  
*September 2004 - April 2006*

● **Fluidampr / JayBrake / Buffalo Turbine**  
Constructed a marketing plan for 3 separate business units. Re-branded major product lines featured in national auto and motorcycle publications.  
  
Marketing Communications • Web Development • Social Media  
Trade Show • Packaging • Print • Branding • Events • Product Design

**Marketing Coordinator**  
*July 1996 - September 2004*

● **BASF (Watson Bowman Acme Division)**  
Developed website that allowed users to download CAD drawings and specifications. Collaborated data to create technical brochures and sales tools.  
  
Marketing Communications • Web Development • Trade Show  
Packaging • Technical Publications • Branding • Product Design

**Drafting & Design**  
*September 1989 - July 1996*

● **Boston Valley Terra Cotta**  
Created complex shop drawings and blueprints for architectural terra cotta used on landmark buildings across the country. Extensive travel to job sites.  
  
Project Management • CAD Drafting • Site Survey • Cataloging  
Production Planning • Architectural Detailing • Estimates

## EDUCATION

**Advertising Design**

● **Art Institute of Pittsburgh**  
Degree in Visual Communicatins, minor in Illustration

**School of Management**

● **University of Buffalo**  
Project Management I & II

**Leadership Development**

● **Canisius College**  
Continuing Education Program

## SUMMARY

I'm a Marketing Director based in Springville, NY. I have over 25 years of experience in digital, web and print design as well as retail operations. I live the outdoor & adventure lifestyle and have a passion for bicycling.

## PROFESSIONAL SKILLS

Adobe Creative Suite	●●●●●●●●
Photoshop	●●●●●●●●
Illustrator	●●●●●●●●
InDesign	●●●●●●●●
Digital Marketing	●●●●●●●●
Wordpress	●●●●●●●●
Social Media	●●●●●●●●
Activations	●●●●●●●●
Sales & Operations	●●●●●●●●
Budget Management	●●●●●●●●

## PERSONAL SKILLS

Creativity	●●●●●●●●
Leadership	●●●●●●●●
Team Work	●●●●●●●●
Fun	●●●●●●●●

## PASSIONS

Bicycling	●●●●●●●●
Camping	●●●●●●●●
Snowboarding	●●●●●●●●