Steve Peake
Senior Marketing Designer for Inbound, Print, Web & Video
steve@sjpeake.com
LinkedIn: www.linkedin.com/in/stevepeake
Website: sjpeake.com

2014 - Present

Senior Marketing Designer, **American Torch Tip Co., Bradenton, FL**

Manages in-bound and legacy marketing projects for internal agency at manufacturing company in Bradenton, FL. Researches and identifies Buyer Personas and plots Buyers' Journies. Establishes automated workflows and creates appropriate content for email campaigns. Identifies Marketing-Qualified Leads and Sales-Qualified Leads. Manages social media channels and ad buys. Employs Hubspot tool suite for inbound marketing. Holds current certification by Hubspot in Content Marketing, Email Marketing, Growth-Driven Design, Inbound Marketing and Inbound Sales. Designs and produces digital and print advertising. Designs and procures printed materials for packaging, trade shows, technical manuals, sales collateral and retail store displays. Writes and edits blog posts, white papers, e-books, infographics, and produces video and audio for a variety of channels. Employs analytics to refine methodologies and ensure best practices.

2011 - 2014

Graphic Designer, Bayprint, Inc., St. Petersburg, FL

Provided design, layout & preflight for a variety of print materials, including brochures, display advertising, packaging, collateral, large-format signs and optical disk art. Built customized desktop and mobile websites via CMS, HTML and CSS. Created and maintained E-Mail marketing campaigns along with landing pages. Pre-flighted 3rd party files for adherence to in-house print specifications. Corrected 3rd-party files for proper color gamut and accurate separation. Created press-ready plates. Ensured proper application of logos and other copyrighted and/or licensed content. Employed Adobe Creative Suite, QuarkXPress, Microsoft Office Suite, Mac OSX, and Microsoft Windows, plus relevant utilities, plug-ins, filters and application extensions. Performed weekly backup for off-site storage. Performed all IT support functions.

2009 - 2011

Graphic Designer, Steve Peake Designs for Print & Web, St. Petersburg, FL

Created display advertising for an assortment of media, including print and web. Designed, built and maintained custom websites. Designed CD and DVD jacket covers and disk art. Owned and used all major software applications on both Mac OSX and Windows platforms.

2007 - 2009

Premedia Specialist, Evatone Inc., Largo, FL

Provided design, layout & prefight support for a variety of print materials, including brochures, display advertising, packaging, collateral and optical disk art. Preflighted 3rd party files for adherence to in-house print specifications. Corrected 3rd-party files for proper color gamut and accurate separation. Ensured proper application of logos and other copyrighted and/or licensed content.

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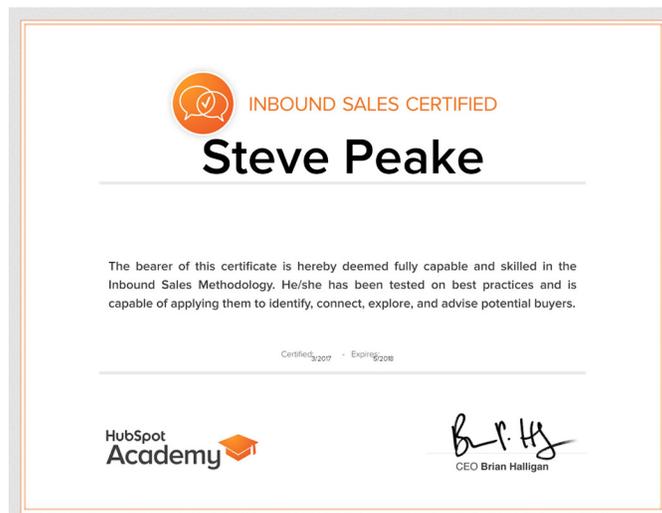 Website: sjpeake.com

Certifications

CONTENT MARKETING CERTIFIED

Steve Peake

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. He/she has been tested on best practices and is capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Certified: 3/2017 - Expires: 5/2018

HubSpot Academy

CEO Brian Halligan

Hubspot Content Marketing

INBOUND CERTIFIED

Steve Peake

The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He/she has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

Certified: 3/2017 - Expires: 5/2018

HubSpot Academy

CEO Brian Halligan

Hubspot Inbound

EMAIL MARKETING CERTIFIED

Steve Peake

The bearer of this certificate is hereby deemed knowledgeable of using email marketing as a sustainable channel to close leads and delight customers. He/she has been tested on best practices that focus on anti-spam compliance, high-converting email sends, mobile optimization and using established metrics to test, optimize, and improve their email marketing.

Certified: 3/2017 - Expires: 5/2018

HubSpot Academy

CEO Brian Halligan

Hubspot E-Mail Marketing

GROWTH-DRIVEN DESIGN AGENCY CERTIFIED

Steve Peake

The bearer of this certificate is hereby deemed fully capable in the Growth-Driven Design Methodology and capable of marketing, selling, and delivering Growth-Driven Design services.

Certified: 3/2017 - Expires: 5/2018

HubSpot Academy

CEO Brian Halligan

Hubspot Growth-Driven Design

INBOUND SALES CERTIFIED

Steve Peake

The bearer of this certificate is hereby deemed fully capable and skilled in the Inbound Sales Methodology. He/she has been tested on best practices and is capable of applying them to identify, connect, explore, and advise potential buyers.

Certified: 3/2017 - Expires: 5/2018

HubSpot Academy

CEO Brian Halligan

Hubspot Inbound Sales