ALEX COBLENTZ

Graphic Design

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SUMMARY

I am a passionate graphic designer with 20 years of experience leading creative and technical projects across print, digital, and environmental media. As a studio manager, I have lead multi-month projects from concept to execution, managed integrated marketing campaigns, and served as the primary content director for multiple websites. My background spans publication, digital marketing, branding, direct mail, advertising, signage, and animated media—all executed with preciseness and integrated collaboration. I thrive on transforming complex ideas into impactful designs and navigating creative challenges.

SKILLS

Adobe Creative Cloud, including InDesign, Illustrator, Photoshop, Acrobat, After Effects, Animate, Premiere Pro, XD

Web Technologies including HTML, CSS, Content Management Systems (CMS) including WordPress and Cargo; Microsoft Word, Excel, PowerPoint, Google Docs, Trello, Canva, Figma

Projects including digital marketing and print ads, collateral, packaging, branding and identity, direct mail and invitations, books, data visualization, illustration and photography, website wireframing and visual development, CMS management, animation

PROFESSIONAL EXPERIENCE

Gaga Marketing, Stevenson, MD

Assistant Studio Manager   *2020 – NOW*

- Responsible for management of extensive, multi-month design projects by providing creative and technical guidance on project direction and specs, ensuring consistent brand identity.

- Execute integrated marketing campaigns across print and digital media—including direct mail, collateral, advertising, and product design—with staged rollouts targeting diverse audiences when applicable.

- Serve as the primary website content and maintenance director for the Navajo Nation Gaming Enterprise (managing six websites) and two additional client sites, increasing traffic through regular CMS content updates, while also supporting new website launches.

- Lead C-suite design projects by preparing standardized RFP proposal submissions and designing impactful keynote and PowerPoint presentation slide decks for both the agency and our clients.

- Conceptualize and direct creative content for social media and digital marketing, producing pieces that elevate client websites and drive strong public engagement.

Lead Graphic Designer   *2016 – 2020*

- Developed and executed designs for direct mail campaigns targeted to general audiences, customers, and VIPs, leading to increased customer engagement and provided insight into customer trends.

- Led a comprehensive rebranding initiative for the Navajo Nation Gaming Enterprise by guiding the refresh of their brand identity and updating their extensive style guide for four gaming locations across New Mexico and Arizona, ensuring consistent visual and textual messaging.

- Enhanced client corporate identities by designing complete stationery suites—including business cards, letterheads, and envelopes—that reinforced professional presentation and brand recognition.

- Managed large-scale publication projects—from land development opportunities and annual report showcases to works celebrating tribal heritage—delivering high-impact print materials.

- Expanded into client website content responsibilities, updating text and images through content management systems Joomla and WordPress to streamline clients' digital communications.

Graphic Designer   *2012 – 2016*

- Led brand and promotional development for clients in entertainment, gaming, hospitality, commercial, and real estate sectors by creating integrated designs for both print (signage, billboards, print ads) and digital media (digital signage, web ads, website graphics) that aligned with established visual brand identities.

- Executed comprehensive design projects involving detailed text layouts, logo creation, photo editing, and illustration work, ensuring quality by conducting thorough visual proofing and proofreading.

- Streamlined the creative process by initiating new designs, incorporating client revisions, and saving final output files in multiple sizes and formats while coordinating every step with the account team.

- Enhanced projects by assembling physical presentations—binding spiral-bound books, mounting projects on boards, and creating mockups of printed pieces—and by conducting stock image research and purchasing.

- Enriched multimedia campaigns by producing animated text and logo visuals with Adobe After Effects for promotional messages displayed across client properties.

Ace Info Solutions, Rockville, MD + Washington, DC

Information Specialist   *2010 – 2011*

Processed a high volume of applications for the EPA's Federal Lead-Based Paint Program, which accelerated turnaround times by streamlining submissions for contractor training on reducing lead hazards and for lead abatement, thereby enhancing overall program efficiency.

Manually entered data from handwritten and typed applications, certificates, and badge photos into the EPA database, which enhanced data integrity by ensuring accurate record keeping and regulatory compliance.

Digitized physical documents using a scanner and retouched badge photos with Adobe Photoshop, which modernized digital archives by improving storage quality and ease access to records.

Organized and sorted processed applications and notifications, which optimized document management and increased overall operational efficiency.

Web Content Coordinator   *2010 – 2010*

Assisted the Web Manager for the Commercial and Industrial Branch of the Energy Star program by proactively monitoring and managing daily website change requests, ensuring that energy-saving guidance was continually updated and accessible.

Reviewed incoming requests, verified feasibility, and accurately entered approved modifications (additions, updates, removals, and repairs) into a web-based tracking system, staging key content changes for a seamless final review process.

Contributed to large-scale web updates by supporting the development and deployment of the MURA content management system, which empowered the team to independently update news items and streamline content management.

Utilized basic HTML, content management system knowledge, and Microsoft Word to effectively maintain and update the website, ensuring consistent quality and timely information.

Supported the National Building Competition marketing campaign by updating graphics and content for 14 participating buildings, effectively showcasing their energy-saving efforts and enhancing public engagement.

LTD Creative, Frederick, MD

Junior Graphic Designer   *2008 – 2010*

Contributed to many projects for national-level associations by creating compelling publications and interactive media—managing initial text and image layouts, executing detailed image editing, incorporating client revisions, and finalizing output files that consistently exceeded quality expectations.

Designed and produced a comprehensive range of printed materials (including brochures, magazines, sell sheets, postcards, kits, posters, and advertisements) alongside dynamic digital content (such as web advertisements, website graphics, and statistical visuals), ensuring each design rigorously aligned with the client's visual brand identity.

Streamlined production quality by reviewing printed proofs and assembling physical comps early in the workflow, proactively identifying and resolving issues to minimize rework before final production.

Enhanced team efficiency and system organization through proactive workflow coordination during project cycles while archiving legacy job files onto backup media, effectively freeing up vital server disk space and maintaining optimal system performance.

Optimized digital asset accessibility by organizing the Adobe Bridge stock photo library with a strategic tagging system for efficient image retrieval, and managed an organized archive of printed samples—including magazines, brochures, sell sheets, and conference collateral—to support swift access during design projects.

EDUCATION

American Public University, Charles Town, WV
Undergraduate Certificate in Web Publishing   *2017 – 2018*
144 course hours: Web Development, Analytics, and JavaScript

Shepherd University, Shepherdstown, WV
B.F.A. in Graphic Design   *2006 – 2009*

Frederick Community College, Frederick, MD
A.A. in Digital Media Design   *2004 – 2006*