

GEO THORNTON DESIGN PORTFOLIO

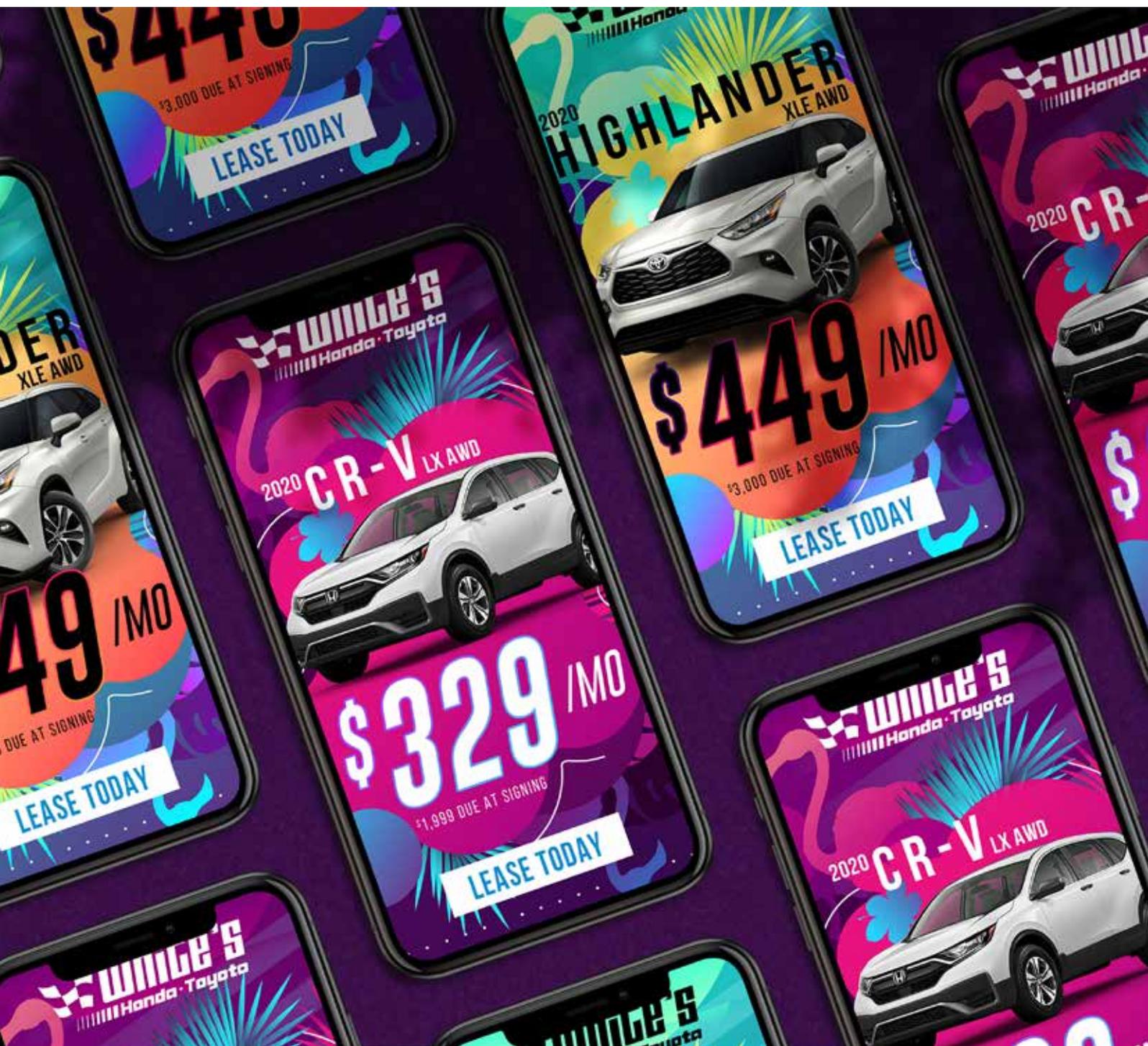


TABLE OF CONTENTS

04. ELDORA SPEEDWAY

Branding, Digital Display, Social Media, Video Editing

06 ALL SERVICE GLASS

Branding, Website Design, Digital Display, Social Media, Video, Strategy

08 EAST OF CHICAGO PIZZA

Branding, Digital Display, Social Media, Website Maintenance

10. WHITE'S HONDA TOYOTA

Branding, Digital Display, Social Media, Email Marketing, Strategy

12. KNEUVE, SAHLOFF, & WILDENHAUS

Website Design

GEO THORNTON
CREATIVE DIRECTOR

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PERSONAL PROFILE

Experienced creative director, hybrid designer, and professional with over nine years of experience seeking to broaden my horizons and hone my expertise.

WORK EXPERIENCE

DIRECTOR OF CREATIVE SERVICES

Quantifi Digital, Lima OH 2018-Present

- Managed and grew a burgeoning creative department from one entry-level designer to four fully capable, efficient designers, capable of producing stunning, cutting edge designs.
- Managed projects for over 45 clients nationwide, ranging from digital display to social media to web design. Notable clients include Eldora speedway, East of Chicago Pizza, Skyzone, Alliance Oncology, Gibson Truck World, and more.
- Prioritized tasks for designers and myself to keep projects in scope and to ensure efficient, fast turnarounds, top-quality creative work, and appropriate design for the target audience.
- Led creative strategy for prospective client proposals, current clients in need of new strategies, and more. Campaigns launched from these strategies have led to increased sales and significant positive return on investment.
- UX/UI lead for projects.
- Worked directly with clients to provide a face and name to a growing agency.
- Maintained all design responsibilities from below.

GRAPHIC DESIGNER

Quantifi Digital, Lima OH 2016-2018

- Designed, and managed over 15 websites, leading to a considerable increase in web traffic.
- Created digital display campaigns for dozens of clients, maintained an above-industry-average click rate thanks to appropriate design and well-placed targeting.
- Created social media graphics and videos.
- Performed email marketing through Constant Contact and MailChimp, maintaining above-industry-average open and click rates for each campaign.

WEB COMMUNICATIONS SPECIALIST

Hearth Products Control/Kettering OH/2012-2016

COMPETENCIES

Adobe Creative Suite	Wordpress/Joomla	UX/UI Design
ConstantContact/Mailchimp	Wix/Squarespace	Wireframing
Animation	Video Editing	Trello
HTML 5 / CSS 3	Microsoft Office	CallRail
Windows/Mac Environment	Branding	Troubleshooting

EDUCATION

Associate of Applied Business in Advertising Art

School of Advertising Art
Kettering, OH
2009-2011

High School Diploma

Graham High School
Saint Paris, OH
2005-2009

SKILLS

Project Management
Needs Assessment
Organization
Teambuilding
Culture Management
People Development
Strategic Thinking
Prioritization
Multitasking
Presentation
Account Management
Campaign Development

AILERON

Additionally, I have completed the following courses through Aileron in Tipp City OH:

- Exploring Conscious Leadership
- Professional Management Workshop

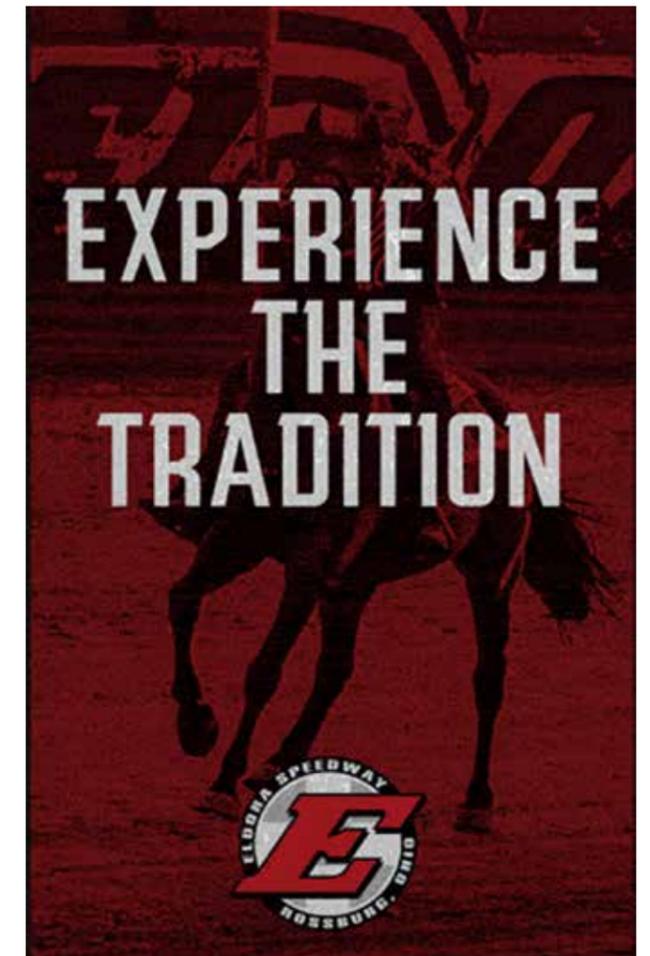
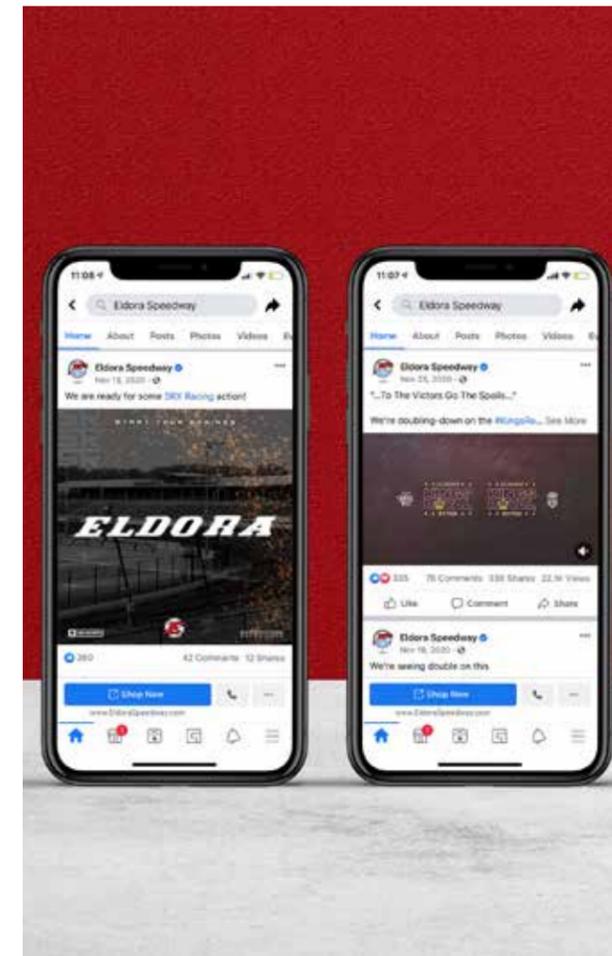
ELDORA SPEEDWAY

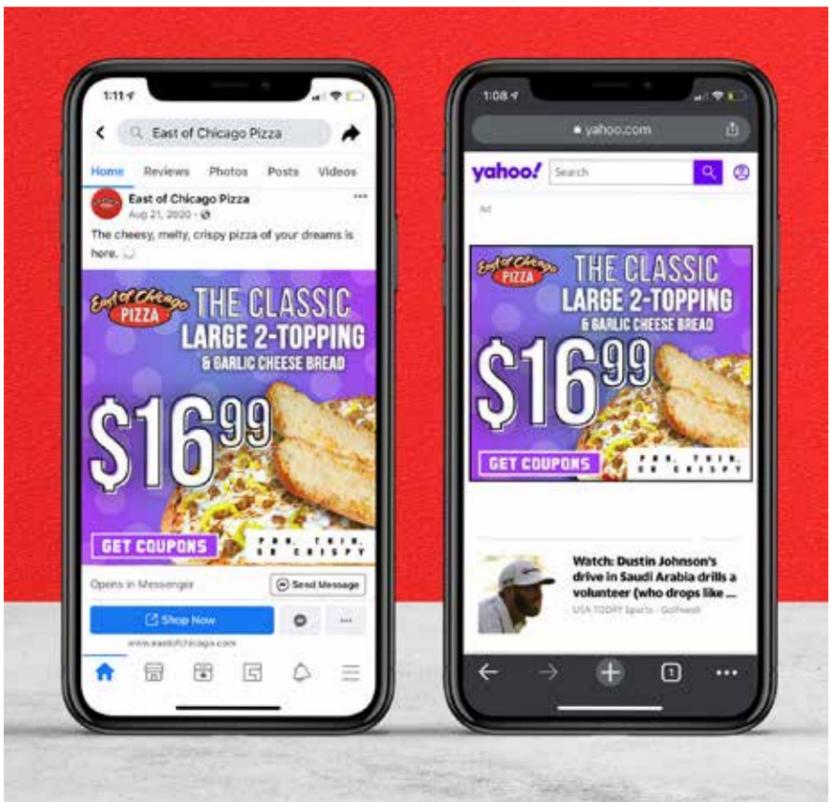
SERVICES PROVIDED:

BRANDING | DIGITAL DISPLAY | SOCIAL MEDIA | VIDEO EDITING

Tony Stewart's Eldora Speedway consistently requires sophisticated, integrated, audience-focused marketing plans, and with Follow the Eyes, I was challenged to develop and execute these graphics annually. Eldora holds the biggest dirt track races every year for sprint cars and late models and the fan base is unique to each type of car. Each metric worked together to create a cohesive ad campaign.

While working with Eldora Speedway, advanced purchases of tickets grew to an all-time high of 46 percent average for the major events. Non-racer messaging focused on family fun, low cost of attendance, and encouraged first time attendance. Walk-up attendance increased 12 percent for 2018.





EAST OF CHICAGO PIZZA

SERVICES PROVIDED:
BRANDING | DIGITAL DISPLAY | SOCIAL MEDIA
WEB MAINTENANCE

East of Chicago Pizza is a pizza chain local to Northwest Ohio and is a prominent, iconic brand to the Lima area. With Follow The Eyes I managed their corporate websites, built social media graphics, and animated digital display ads.

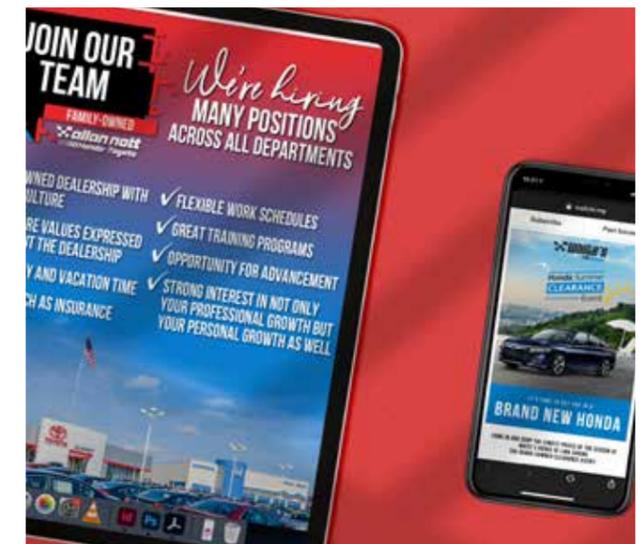
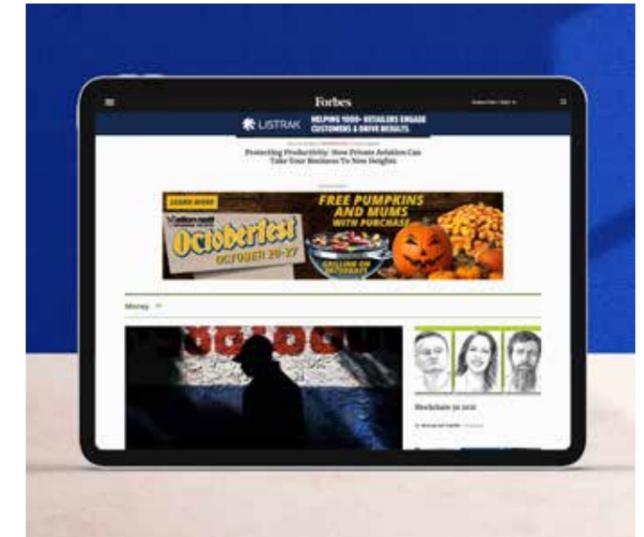
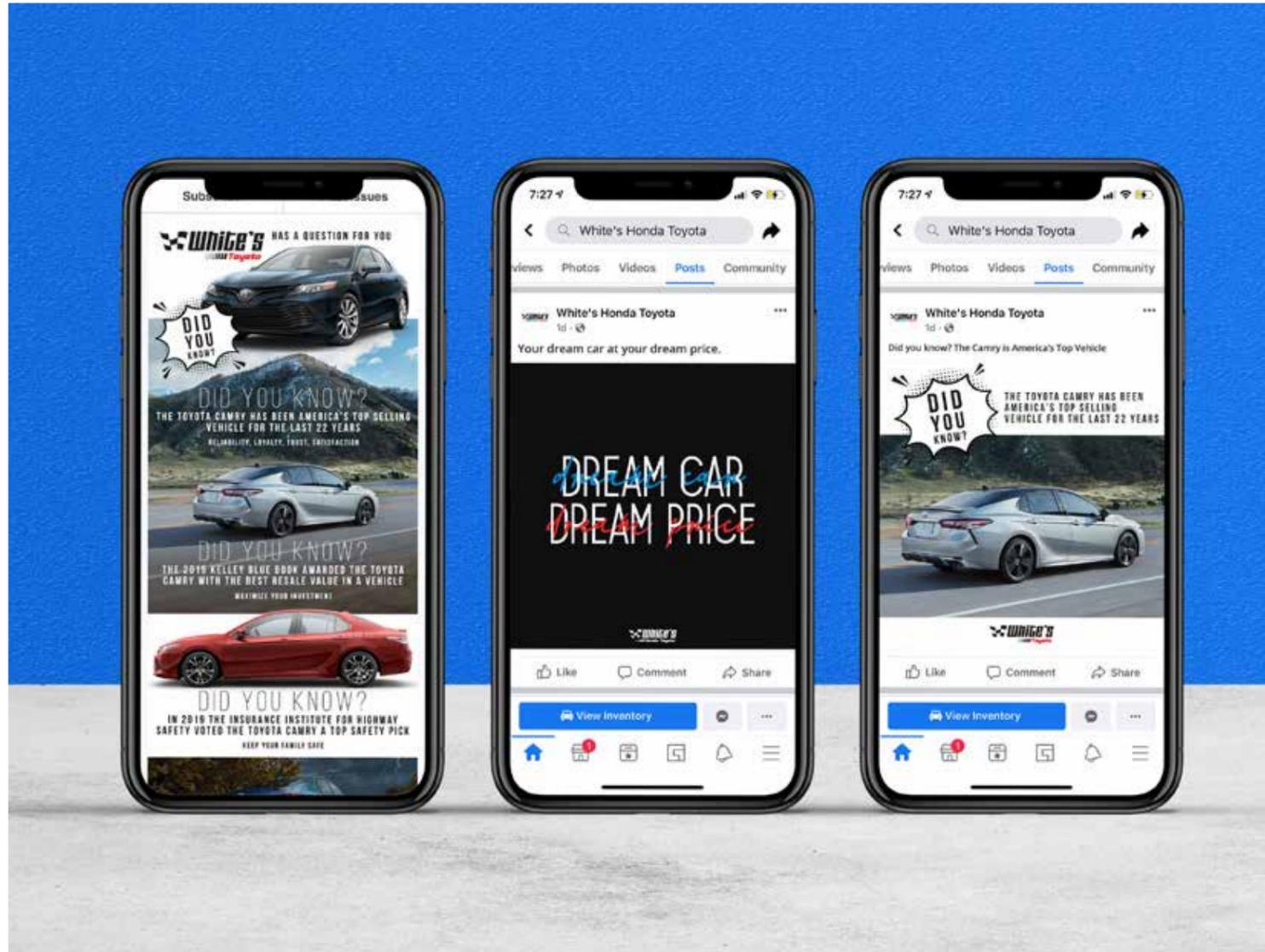
The strategies I helped deploy for East of Chicago have allowed them to focus on modernizing their efforts while keeping their footprint in the Northwest Ohio region. From joining Follow The Eyes in 2016 to leaving in 2020, East of Chicago grew by 17 locations and their net revenue increase for over 60 consecutive months.

WHITE'S HONDA TOYOTA OF LIMA

SERVICES PROVIDED:
BRANDING | DIGITAL DISPLAY | SOCIAL MEDIA |
EMAIL MARKETING | STRATEGY

White's Honda Toyota of Lima (Formerly Allan Nott Honda Toyota) is the client I've worked most closely with over the last five years. The dealership, long known for its professionalism and integrity, has grown from 1,900 units per year to over 3,400 units in the last five years. Service hours have grown by 173 percent over the same period.

For Allan Nott, I joined Follow The Eyes at the launch of their first dedicated digital campaign utilizing digital display, online video, and email marketing. In 2019, Allan Nott was purchased by a large family of auto dealerships, known as White's. White's ownership was so impressed with Nott's growth that they kept all upper management in place and replaced their advertising efforts with ours.



KNEUVE, SAHLOFF, & WILDENHAUS

SERVICES PROVIDED:
WEBSITE DESIGN

The Office of Kneuve, Sahloff, & Wildenhaus is a small law firm based in Ottawa. They split from a previous partner, acquired a new one, and were in need of a new website to re-emerge into the world.

I built them a responsive, easy to edit Wordpress website with easy ways to gather leads, give clients access to their schedules, and inform their audience of their services.

