

GEO THORNTON DESIGN PORTFOLIO

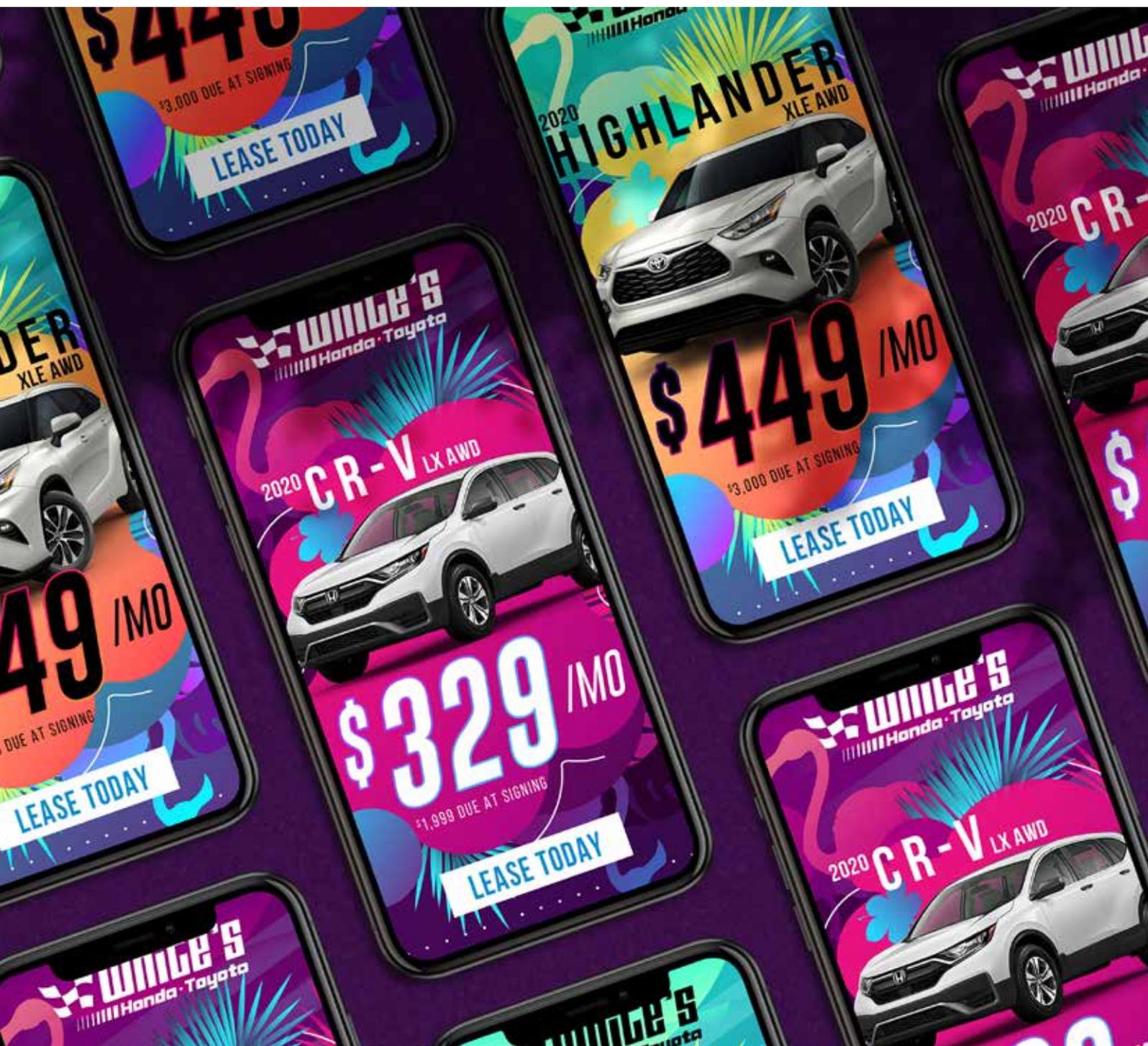


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Website Design

GEO THORNTON
CREATIVE DIRECTOR

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www.geothornton.com



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

WEB DEVELOPER

The Concrete Protector, St Marys, OH 2021-Present

- Designed and Maintained websites for over 30 clients.
- Designed social media graphics and managed social media accounts for marketing clients.
- Provided creative direction and mentorship to marketing team as an experienced designer joining team of young designers.

DIRECTOR OF CREATIVE SERVICES

Quantifi Digital, Lima OH 2018-2020

- 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.
- 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.

GRAPHIC DESIGNER

Quantifi Digital, Lima OH 2016-2018

WEB COMMUNICATIONS SPECIALIST

Hearth Products Control/Kettering OH/2012-2016

COMPETENCIES

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

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
Creative Direction
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

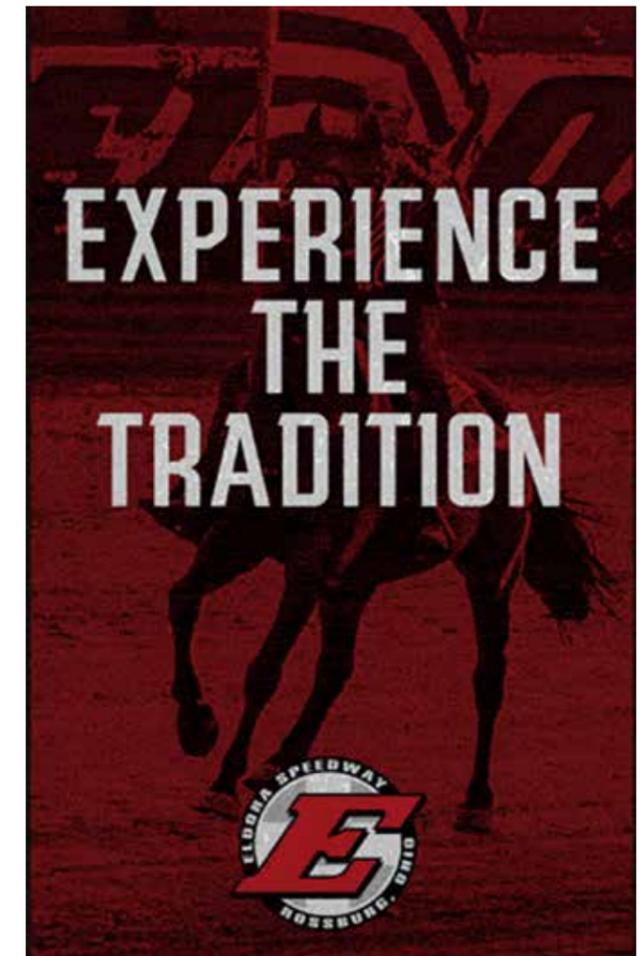
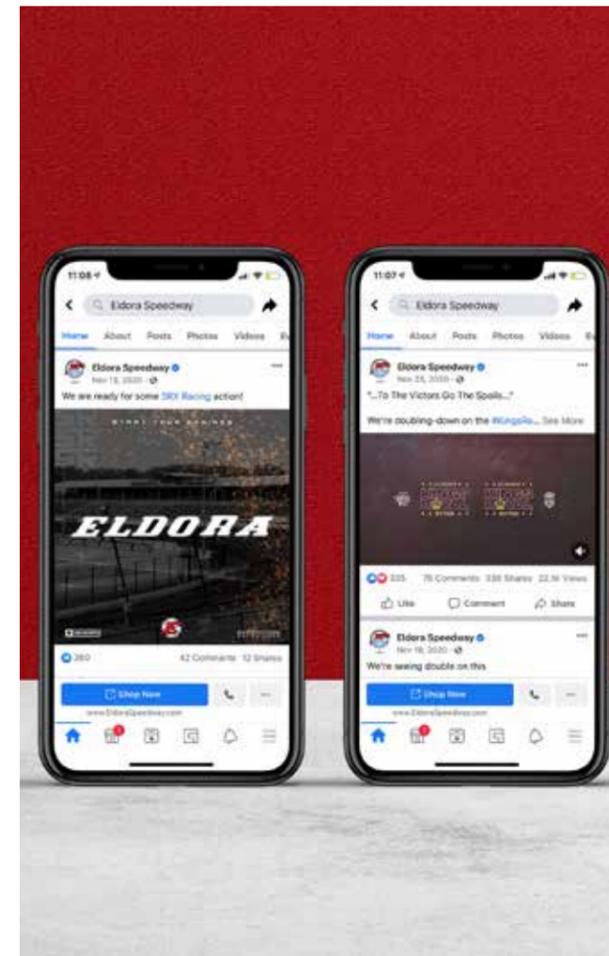
ELDORA SPEEDWAY

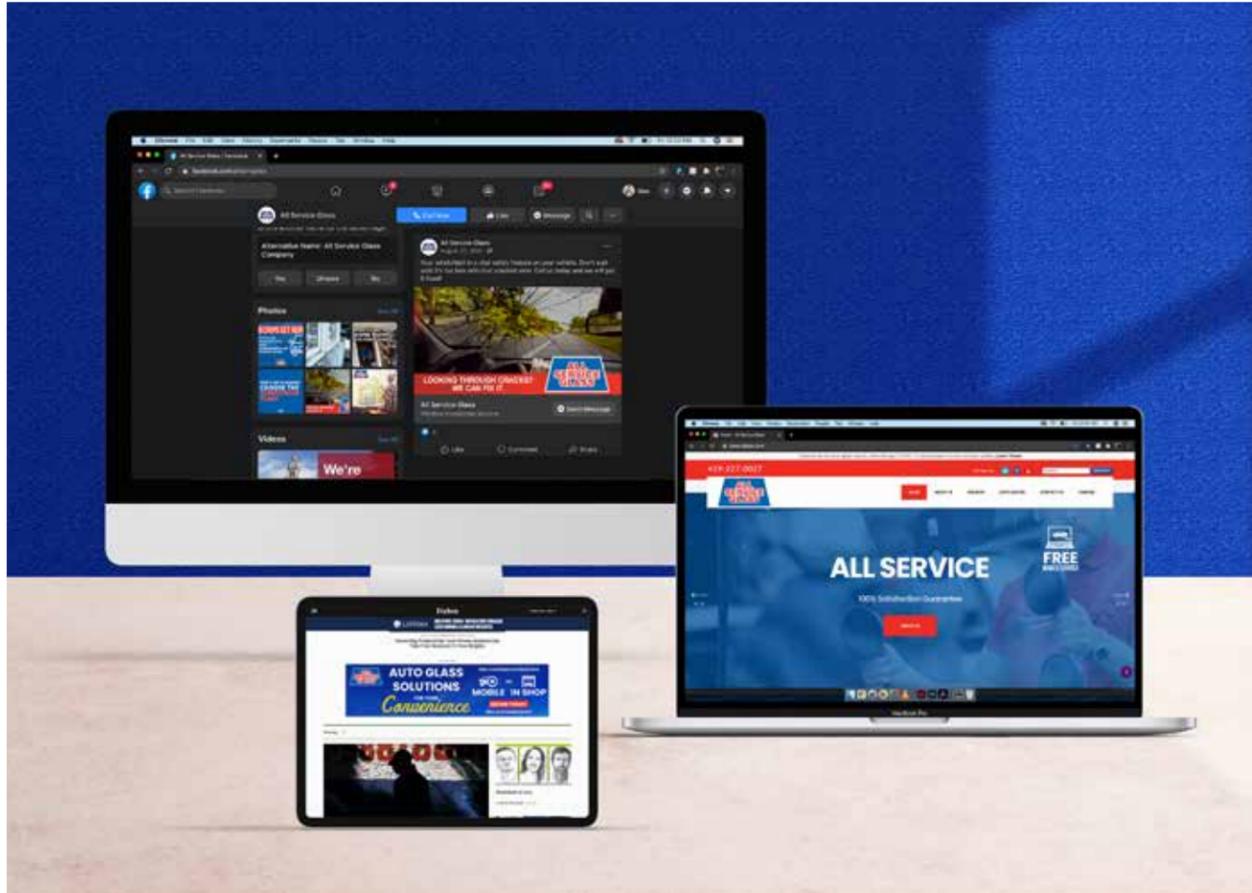
SERVICES PROVIDED:

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.





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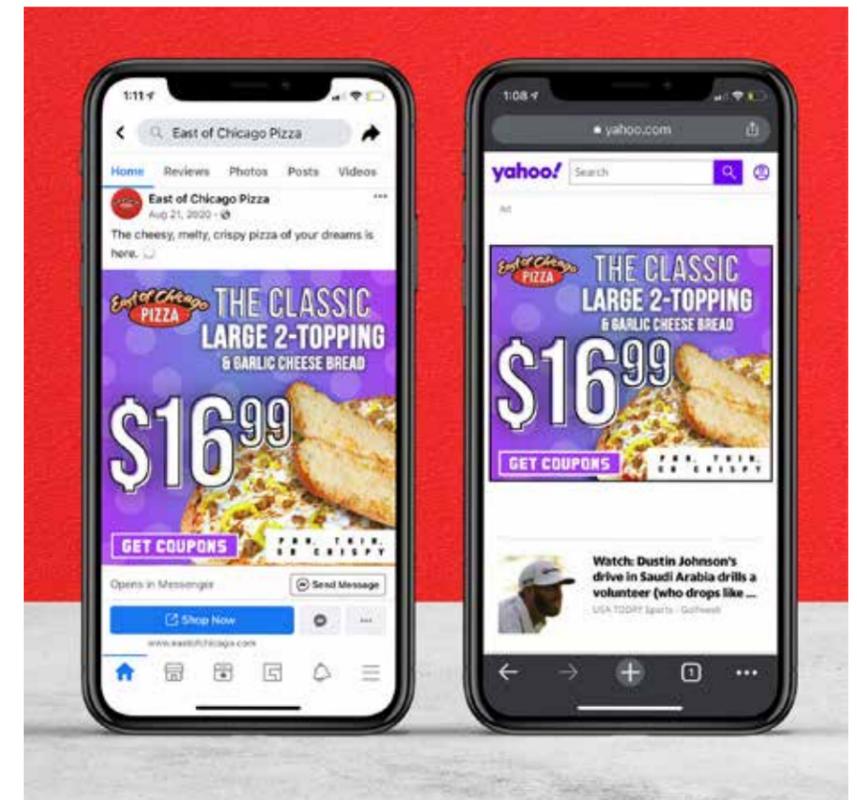
ALL SERVICE GLASS

SERVICES PROVIDED:
 BRANDING | DIGITAL DISPLAY | WEB DESIGN
 SOCIAL MEDIA | VIDEO EDITING | STRATEGY

All Service Glass was one of Follow The Eyes' closest clients, and as Director of Creative Services, it was my duty to ensure they got the attention they needed to grow. From 2016-2020 I helped double their market share in the Northwest Ohio region.

The first step, underway when I arrived was a focused TV and digital campaign focusing on their quality of work. Next was an interactive website built to be informative and a tool for both promotion and insurance agents. Next we rolled out a highly focused digital campaign, including digital display, connected TV, social media, and search engine marketing.

Through my guidance, All Service Glass consistently improved their growth 34% year over year, experienced a 400% growth in revenue, and now exceeds 75% market share. Their brand recognition in the greater Lima area is undeniable and the company happily attributes that growth to my and Follow The Eyes' marketing efforts.



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.

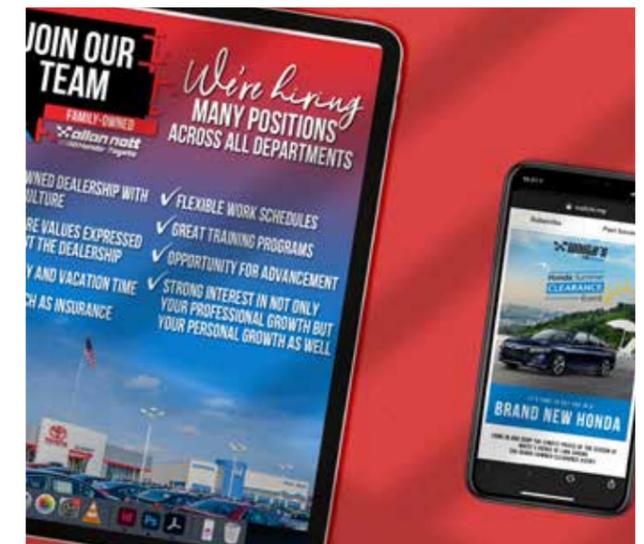
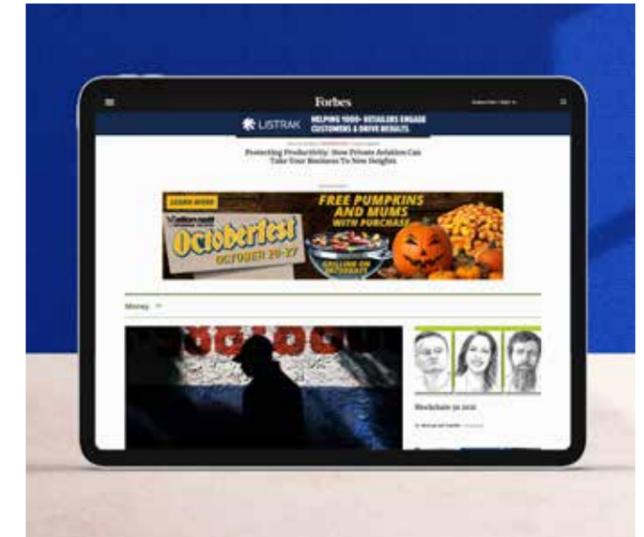
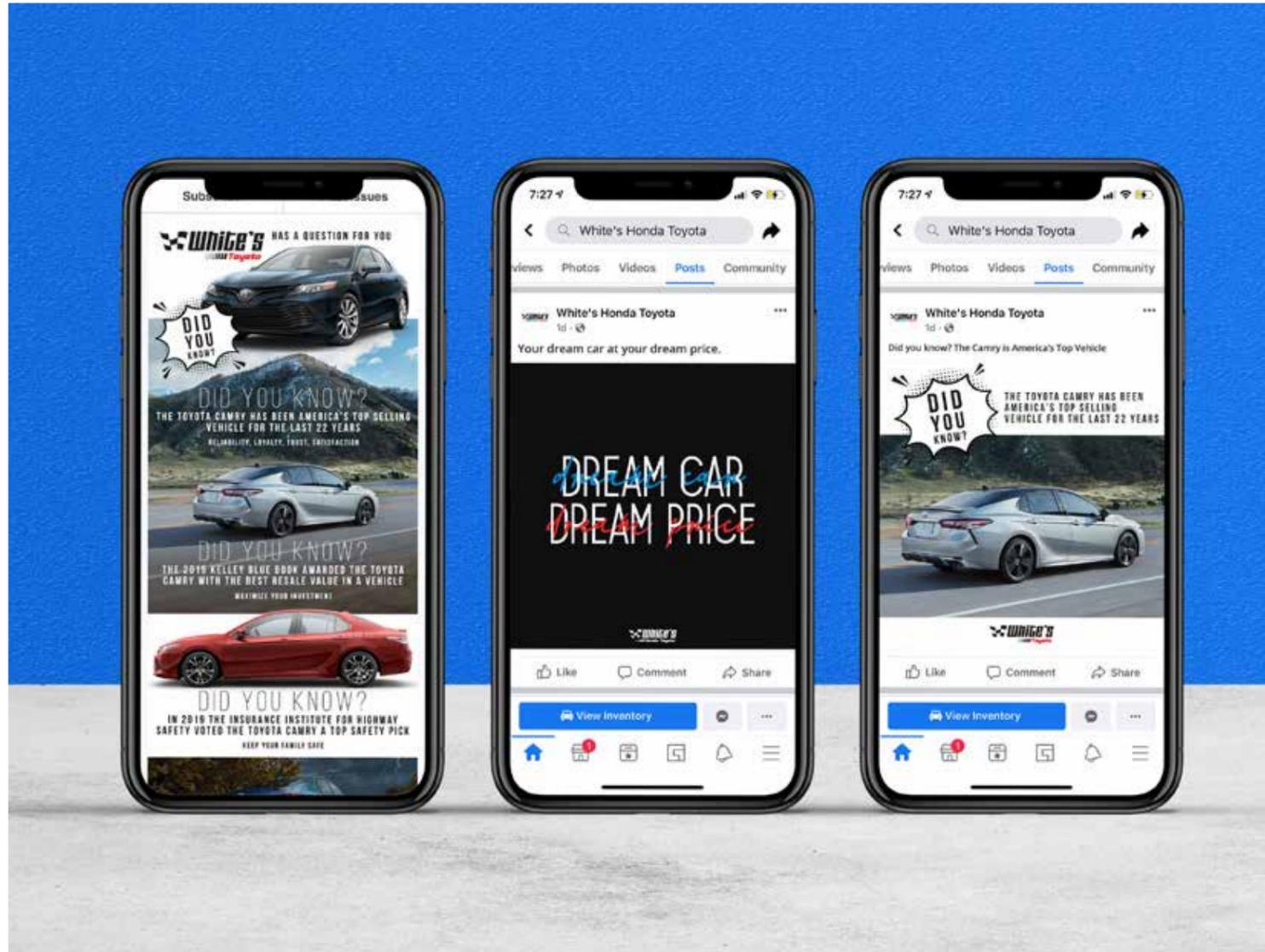
The strategies I helped deploy for East of Chicago have allowed them to focus on modernizing their efforts while keeping their footprint in the Northwest Ohio region. From joining Follow The Eyes in 2016 to leaving in 2020, East of Chicago grew by 17 locations and their net revenue increased for over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

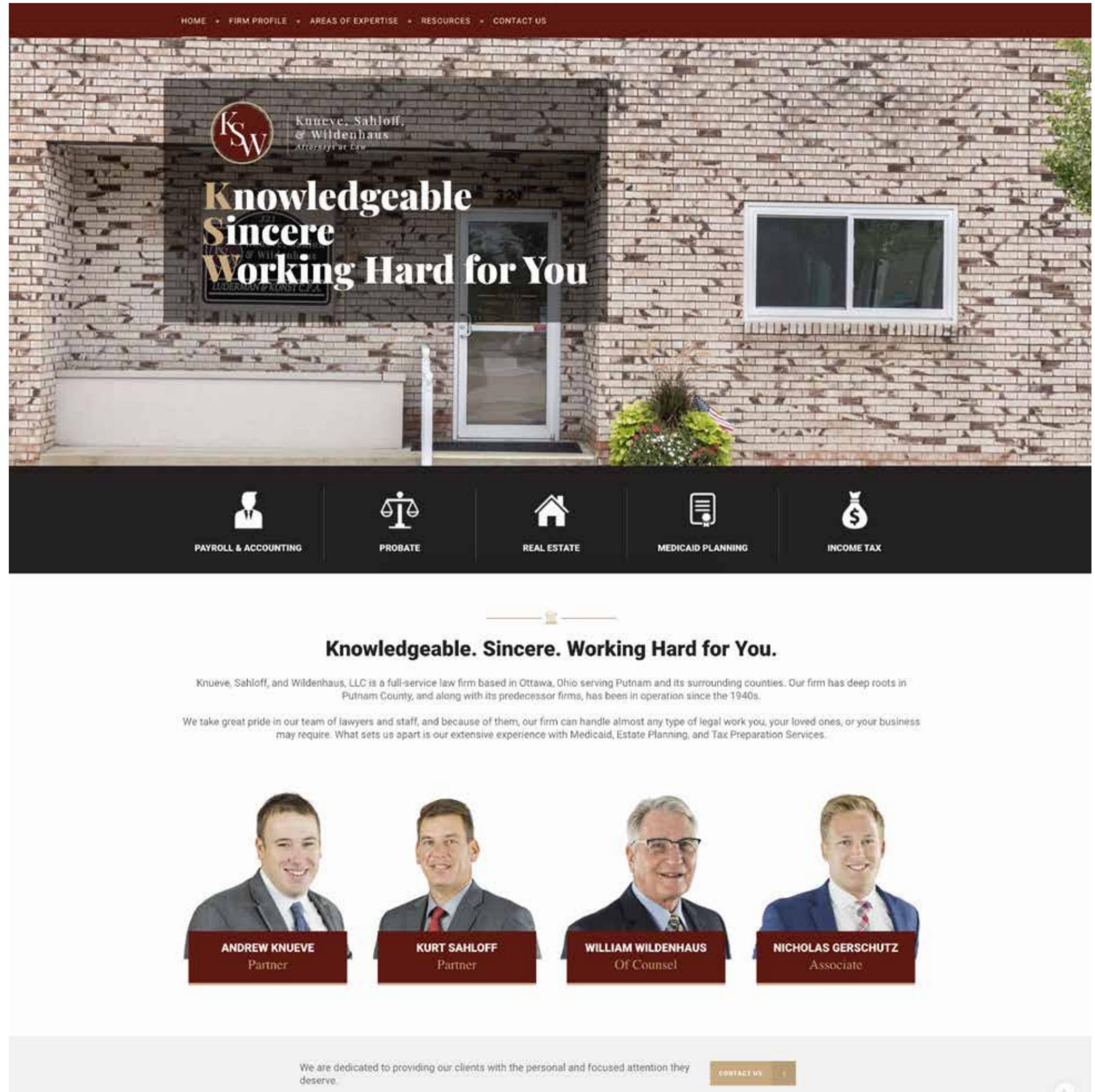


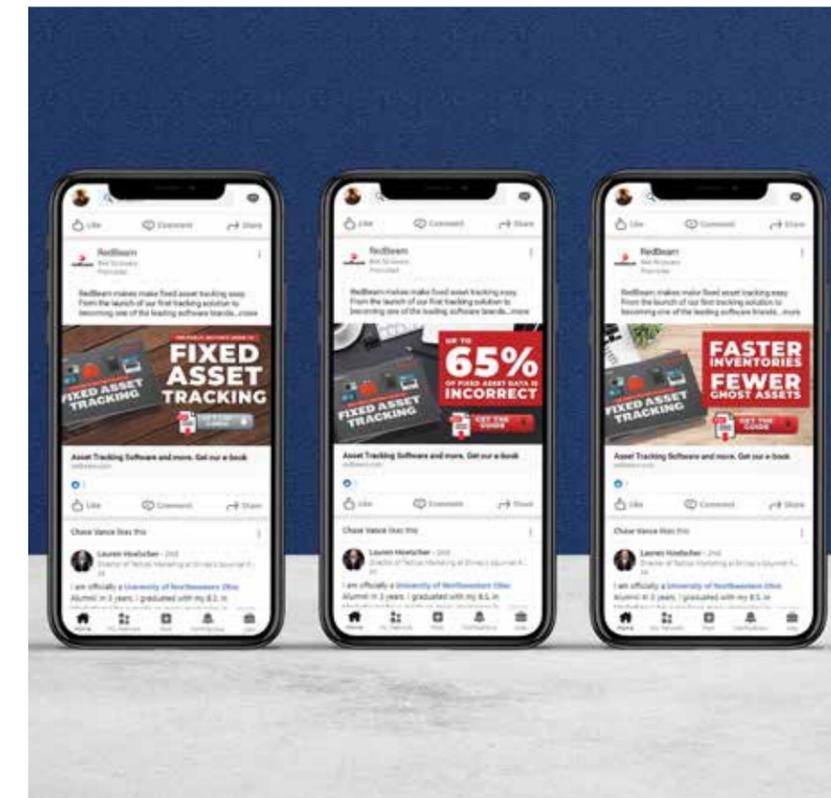
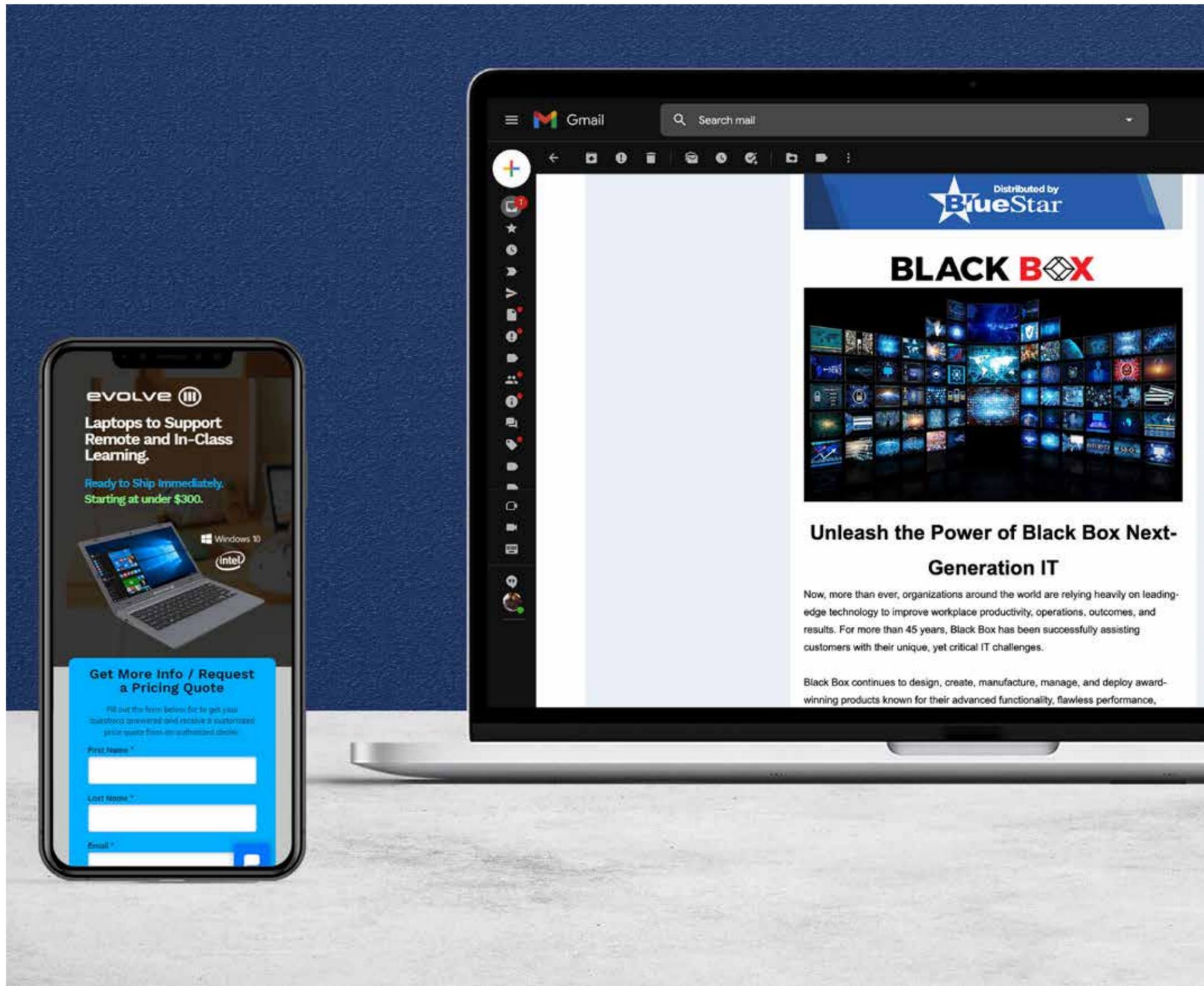
KNEUVE, SAHLOFF, & WILDENHAUS

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.





BLUESTAR INC

SERVICES PROVIDED:
BRANDING | A/B TESTING | SOCIAL MEDIA
WEB DESIGN | PRINT

BlueStar Inc is a national technology distributor based out of southern Ohio whose marketing efforts are focused on B2B connections.

As an ongoing freelance client, my responsibilities with BlueStar have grown rapidly over the last year. Starting with small graphic design projects, I've begun working with multiple teams within the company to provide landing page design, A/B Testing, e-book design, and more in a variety of markets from medical to technology. Getting to flex my creative chops with a variety of B2B marketing efforts and grow within their environment as a freelancer has been a rewarding experience.

