

SKILLS

ART DIRECTION



DESIGN MANAGEMENT



GRAPHIC DESIGN



CONTEXTUAL RESEARCH



SKETCHING



MEETING FACILITATION



ADVERTISING DESIGN



C.A.D.



EDUCATION

MASTER OF ARTS DESIGN MANAGEMENT

SAVANNAH COLLEGE OF ART AND DESIGN
2013-2015

BACHELOR OF FINE ARTS INDUSTRIAL DESIGN

SAVANNAH COLLEGE OF ART AND DESIGN
2003-2007

AWARDS & PUBLICATIONS

“WORDS TO WORK BY”
Art in public places
2015

EAGLE EXCELLENCE AWARD
Sea World Manta project
2009

EASTMAN SAFETY SYRINGE
innovationlab.eastman.com
2007

Joshua Plotkin

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ABOUT

Using design management techniques and tools I apply Design Thinking to graphics, advertising, exhibits, and marketing projects in order to create a solid design and art direction process that can nurture concepts. I transform an initial design concept into an elegant, relevant, innovative, professional and purposeful solution. These solutions create an enticing and meaningful experience for the user while fostering brand loyalty and satisfaction.

EXPERIENCE

EMAIL MARKETING MANAGER

Scotsman Guide Media / Seattle, WA / 2018 - Present

Management and design of all external email campaigns from inception to execution. Audit and visual redesign of all existing email products to increase conversion rates. Processing of marketing data and analytics for continual improvement of ongoing campaigns. Onboarding and implementation of Marketo and Post-up email/marketing platforms to modernize and automate business-wide email practices. Creation and implementation of transactional emails, data-fed automated media e-newsletters and email preference centers to apply best practices toward email list growth, maintenance, and to reduce subscriber churn. Additional responsibilities include front end development of marketing landing pages, monitoring and continual improvement of sales CRM, and general advising on business, marketing, and design best practices.

EMAIL DESIGNER & DEVELOPER

Leafly Holdings Inc. / Seattle, WA / 2017 - 2018

Design, automation, and management of Leafly's B2B and B2C email marketing initiatives. Hand development of email templates for Ecommerce, media, and other broadcast campaigns sent to over 1.5 million subscribers. Use of Sailthru and Hubspot email/marketing platforms for the development of user lifecycle flows and transactional email logic. Design of all digital assets used in email campaigns, design and front end development of Leafly's B2B facing website, and application of marketing personas for use in segmentation and hyper-targeting of email subscribers and Leafly customers.

MULTIMEDIA GRAPHIC DESIGNER

Great Dane Trailers / Savannah, GA / 2015 - 2016

Art Direction and project management for the in-house marketing department. Commercial and photo shoot production. Design and creation of marketing campaigns, digital and print advertisements, trade show and outdoor signage, web design and UX, digital signage, motion graphics, social media advertising, brand guidelines, and internal /external communication materials while working within a cross-functional team and across all company departments.

FREELANCE GRAPHIC DESIGNER

Josh Plotkin Designs / Various / 2001 - Present

Graphic design, layout design, and illustration since the age of 16. Assignments completed for individuals, small businesses, and educational groups. Assignments completed ranging from business cards and book illustrations to websites and video game character design.

WEB ADVERTISING DESIGNER

Times-Union Media / Jacksonville, FL / 2013 - 2015

Design of digital advertisements and marketing solutions for Times-Union Media's digital media partners and clients. Use of Adobe creative suite, HTML, and CSS to create in-house graphics, presentation and customer interaction materials, and training documents.