**Art Henson**

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2022 Knickerbocker Dr., Charlotte, NC 28212

**Summary**

Creative Marketing Leader experienced in driving successful marketing and branding initiatives, developing comprehensive strategies, managing teams, and producing engaging visual content. Strong expertise in graphic design, web development, video production, and social media marketing. Committed to delivering exceptional results and enhancing brand identity.

Work Experience

**C.R. Onsrud**
Marketing Brand Manager, May 2022 - May 2023

* Managed the historic Onsrud brand, overseeing print advertising, digital ads, and machine graphics.
* Spearheaded culture development and internal marketing efforts in collaboration with the Director's Group.
* Developed and executed social media strategy on LinkedIn, Facebook, and managed Google Ads campaigns and Hubspot landing pages.
* Coordinated workflow and managed projects within the Marketing Team.
* Produced and edited promotional videos using Adobe Creative Suite - Premiere.

**K2 Scientific**
Chief Marketing Officer, January 2020 - April 2022

* Developed and implemented K2 marketing and brand strategy, resulting in +$10M growth in e-commerce sales in 2021.
* Created a successful YouTube presence with +500K views to educate customers.
* Utilized PPC/SEO and content strategies with an average ROI of 6:1.
* Led UI/UX strategy and web development using BigCommerce and Magento.
* Produced a comprehensive library of sales literature, manuals, and spec sheets.
* Managed advertising budget, mentored and trained staff, and provided analytics.

**Rogue Strategic Marketing**
Director of Marketing, February 2017 - December 2019

* Provided creative direction and design for online and print advertising campaigns.
* Implemented UI/UX strategy and conducted web development on platforms including WordPress, BigCommerce, and Magento.
* Designed compelling event experiences and developed brand storytelling initiatives.

**The Fuze**
Creative Director, May 2013 - February 2017

* Orchestrated multi-day photo and video shoots for renowned brands such as Technibilt, Gorilla Glue Company, and Bicycle Playing Cards.
* Generated product catalogs and marketing materials for Wanzl, the largest shopping cart manufacturer worldwide.
* Conducted focus groups to design the shopping experience for U.S. Lidl grocery stores.

**Education**

B.A. Advertising, University of South Carolina

* Member of Alpha Phi Alpha Fraternity
* USC Track Team scholarship participant

**Skills**

* Marketing
* Branding
* Advanced Graphic Design
* WordPress
* Magento
* BigCommerce
* Web Development
* Email Marketing
* Social Media Marketing
* Writing
* Videography
* Video Editing
* SEO
* PPC
* Adobe Creative Suite
* Microsoft Office
* Hubspot
* Zendesk
* Project Management