

# JIM FULMER

BRAND MANAGEMENT | GRAPHIC DESIGN

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I'm a seasoned **brand manager and senior level graphic designer**. At the intersection of product, engineering, and marketing, I'm a **versatile collaborator and problem solver** who translates ideas into creative visuals for teams in B2B and B2C enterprises. **Adept at print and digital design tools**, I can see an idea from design to implementation, and understands the relationship between **business demands and the creative process**. I infuse energy and enthusiasm into team projects, and delivers results that **meet client goals while propelling their vision forward** through compelling graphic design.

## SKILLS

- Print and web design
- Website development
- Creative design
- Product and brand design
- Concept generation
- Design strategy
- Event design
- Video & 3D design
- Advertising Campaigns
- Strategic planning
- Vendor management
- Powerpoint
- Figma, Sketch, Adobe XD
- Adobe Creative Cloud
- Photoshop
- Adobe Illustrator
- InDesign
- WordPress, Marketo
- HTML / CSS
- SEO

## PROFESSIONAL EXPERIENCE

09/2018 - 02/2024

### THREATQUOTIENT

#### Senior Brand and Design Manager

An industry-leading cybersecurity firm based in Ashburn, VA.

- **Creative lead** on all aspects of visual design, company brand identity and collateral.
- Managed designers and development vendors.
- Managed all aspects of the website, **including budget, design, and implementation**.
- Used the Divi theme in **Wordpress** to create engaging website design.
- Increased efficiency by creating easy-to-use landing page and event templates.
- **Worked with the sales team** to create custom graphics, enhancing prospective customer impressions.
- Designed and coordinated **web and print campaigns**.
- **Increased demand generation** by designing engaging e-mails and landing pages in Marketo.
- Used Google Analytics, PageSpeed Insights, and the latest SEO practices to **improve website metrics**, converting visits into leads.
- **Used A/B testing to increase conversions** based on website analytics.
- **321% increase in website pageviews** in 2023 through a collaborative marketing effort.
- Coordinated company messaging with **dozens of custom trade show booths**, collateral, contests, and giveaways.
- Helped create and **foster company culture** with office art, all-hands videos and internal campaigns, and contests.
- Increased efficiency by **utilizing AI tools** to streamline prototyping of design concepts.

05/2007 - 09/2018

### FIDELIS CYBERSECURITY

#### Sr. Brand and Design Manager 2010-2018

#### UX Designer 2007-2010

An industry-leading cybersecurity firm based in Bethesda, MD.

- **Creative lead** on all aspects of company brand and collateral.
- Managed designers and development vendors.
- Managed all aspects of the website, **including budget, design, and implementation**.
- Worked with **national design and development vendors** to refresh the company brand.
- Retargeted brand from a government contractor to a private sector international firm.
- **Increased demand generation** by designing engaging e-mails and landing pages in Marketo.
- Increased SEO performance to **improve website metrics** and convert visits into leads.
- Designed **tradeshow booths**, coordinating company messaging with collateral, contests, and giveaways.
- Originally hired by the engineering department to **redesign the company's aging product UI/UX design**.
- Transitioned to the marketing team to redefine the company brand.
- **Worked in a Linux environment** on code written in several languages to create a unified CSS framework.
- **Lead company Spartan race and cycling teams**; all-around corporate culture advocate.

05/2006 - 05/2007

**DEALERON, INC.**

**Senior Graphic Designer**

DealerOn provides online marketing solutions tailored for the retail automotive industry, specializing in search engine optimization and lead conversion.

- **Managed a team of designers** based in the Philippines.
- Oversaw all aspects of print and web design.
- **Worked with a team of developers** to maintain a web template platform and CMS.
- Designed and implemented custom lead conversion products.
- Provided **custom marketing materials** for the sales department.

06/2004 - 05/2006

**Freelance Graphic Designer**

Solo freelance designer for two major clients.

**THE HEALTHCENTRAL NETWORK, INC.**

A collection of websites providing in-depth medical information, resources, and connections to leading experts and patients seeking to manage and improve their health.

- Designed a template solution used on over 50 websites with individual designs.

**DISCOVERY COMMUNICATIONS, INC.**

An international provider of real-world media and entertainment. Created online marketing materials for Discovery Communication clients.

- Created **dozens of advertising campaigns** comprised of banner ads and Flash microsites.
- Designed **print and digital collateral** for Discovery Channel television content.

01/2002 - 06/2004

**EIGHTFOLD LLC,**

**Senior Graphic Designer 2003-2004**

**Graphic Designer 2002-2003**

A cutting-edge design firm specializing in rich media. Facilitated the substantial artwork demands from Eightfold's main client, America Online. Later **promoted to oversee all AOL artwork production.**

- **Managed design team** producing Personalization Asset Collections for AOL.
- Created **thousands of assets** for AOL including:
  - Animated desktop themes
  - Graphics-based e-mail templates
  - Buddy icons
  - Animated IM wallpapers
  - Emojis
  - E-cards

01/2000 - 01/2002

**SMARTHINKING**

**Graphic Designer**

The leading provider of live, online tutoring and academic support.

The creative lead for a development team producing a robust, online learning environment.

- **Created and supervised** all aspects of print and web design.
- **Worked with Cold Fusion developers** to achieve back-end website goals.
- Produced web tutorials using Flash.
- Designed and implemented **web, print, and e-mail marketing campaigns.**
- Generated weekly marketing reports on external website statistics.
- Designed large print elements for trade shows including **booths, banners, and posters.**

**EDUCATION**

Northern Virginia Community College  
09/1994-06/1998

- Certificate in Multimedia Design
- Associate's Degree with a concentration in Graphic Design

**PASSIONS**

When I'm not working, spending time with my wife, daughters, & our catahoula-pit rescue, I can be found 'working' on:

- DIY
- Stained glass
- Fixing broken things
- Cycling
- Woodworking