JIM FULMER

BRAND MANAGEMENT | GRAPHIC DESIGN

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

SKILLS

- Print and web design
- Website development
- Product and brand design
- Logo design
- Infographic design

- Event design
- Video and 3D design
- Digital creatives
- Vendor management
- Powerpoint

- Figma, Sketch, and Adobe XD
- Adobe Creative Cloud
- Photoshop
- Illustrator

- InDesign
- Wordpress / Marketo / Drupal
- 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**.
- 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   • Animated IM wallpapers
  • Graphics-based e-mail templates • Emojis
  • Buddy icons   • 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   • Certificate in Multimedia Design
09/1994-06/1998   • 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