

Kole Belopotosky

2630 H St
Washougal, WA 98671

773.322.7650

Kole.Belo@gmail.com
Belopotosky.com

Experience

Tagboard, Art Director 2021-2026

- Led the brand guidelines redevelopment by defining a clear persona through company and client workshops, to create a unified brand experience by aligning Web, Product, Marketing, and Human Resources.
- Led partnership with external vendor and internal departments to deliver data-driven website design updates using Figma, resulting in ~10% quarter-over-quarter increase in user traffic.
- Created hundreds of in-product graphic design templates with Adobe Creative Cloud for broadcast television, video-first podcasts, sporting event videoboards and concourse IPTVs, and corporate events.
- Owned creative delivery for product releases and marketing initiatives, partnering with Sales, Product, and Marketing through weekly Go-To-Market sprint standups to align launch timelines with marketing calendars and industry events.
- Directed creative for major industry events (NAB, Super Bowl, AWS re:Invent), aligning end-to-end design across booths, swag, videos, print collateral, and landing pages, while managing vendor partnerships and production.
- Collaborated with the Marketing Manager on content for paid LinkedIn campaigns, iterating on newsletters, case studies, blog visuals, and ads to drive a CTR increase from 0.40% to 0.65%.
- Improved creative operations by developing a standardized JIRA intake form, streamlining creative requests and becoming agile with effective prioritization and delivery.
- Owned sales presentations and bespoke mockups for new business, following client brand guidelines, and presented creative strategy to executives and stakeholders.

Oregon State University, Athletics Department, Assistant Director 2017-2021

- Oversee in-venue digital experiences and entertainment during sporting events.
- Strategized videoboard designs/videos to match sponsors' branding, the athletic department, and individual sporting events.
- Taught motion graphics to junior staff and student workers.
- Managed home-game content calendar and developed creative direction for 16 sports.

Freelance: Motion Graphic Designer 2012-2016

- Facilitated projects from concept to production for a wide variety of brands.
- Worked side-by-side with in-house creative teams to meet deadlines and expectations through consistency.
- Supervised strict budgets and deadlines by staying efficiency-minded and cost/profit conscious.

Edelman, Motion Graphic Designer 2007-2012

- Worked with public relations clients and account teams to create experiential campaigns.
- Produced videos, new business pitch presentations, style frames, and storyboards.
- Specialized in motion graphic design while also editing videos, color correcting footage, sweetening audio, and designing graphics.
- Partnered closely with Producers to build content from the ground up.

FlipBox Productions, Production Assistant 2006-2007

TV Hamilton, Intern 2004-2005

Objective

Multimedia specialist seeking collaborative environment in which to contribute creative experience

Education

Miami University, Oxford, Ohio
Bachelor of Arts

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Clients

ALDI, Allstate, American Heart Association, AWS, AXE, Best Buy, BlackBerry, Bunge, Burger King, Edelman, Fuel Up to Play 60, Hilton, Humana, Illinois Bureau of Tourism, Kellogg's, Microsoft (XBOX), NBA, PayPal, Pfizer, Princeton University, SC Johnson (Glade, Pledge, Off!), Starbucks, Wal-Mart

Awards

Telly Award, 2014, 2012, 2011
PRWeek, Large Agency of the Year 2011
Ad Age, Agency "A-List" 2010, 2009
Ad Age, PR Agency of the Decade
Adweek, PR Agency of the Year 2009
PR Week, Campaign of the Year 2009

Skills

Motion Graphic Design, Illustration, Image Manipulation, AE Expressions, 3D, Template Creation, Green Screen Keying, Motion Tracking, Color Correction, Video Editing and Manipulation, Audio Sweetening and FX

Adobe Creative Suite: After Effects, Illustrator, Photoshop, Premier, Audition, InDesign, Cinema 4D, Figma, ffmpeg, OBS