

# Greg Sorkin

SAN DIEGO, CA • (312) 804-0610

[GREGSORKIN@GMAIL.COM](mailto:GREGSORKIN@GMAIL.COM) • [WWW.GREGSORKIN.COM/PORTFOLIO](http://WWW.GREGSORKIN.COM/PORTFOLIO) • [LINKEDIN.COM/IN/GREGSORKIN](http://LINKEDIN.COM/IN/GREGSORKIN)

## PROFILE

Greg is a motivated print and digital content creator, graphic designer, letterer, video editor, and published comic book author who lives with his wife and daughter in Southern California. His design focus is on evocative storytelling and effective marketing with aesthetics ranging from minimalism to pop art, and he takes a bespoke approach with his clients. With over twelve years of professional graphic design experience and a background in television production, he is collaborative, proactively learns new tools, styles, and techniques to stay current with industry trends. Greg has created key art for Disney, Pixar, Marvel Studios, Fox, Hulu, Amazon, and collaborated with a variety of clients from on-screen talent, small business owners, non-profit organizations, and international companies including Citibank, Pearson Education, and Chamberlain Group to deliver on their vision.

## EXPERIENCE

### GRAPHIC ARTIST, LOCALIZATION | DELUXE ENTERTAINMENT – 2022-PRESENT

Produce poster and trailer key art for streaming platforms for major film and television releases and studios, including Marvel, Disney, Pixar, Amazon, and Hulu. Recreate title treatments that have been translated for international audiences to match original versions identically, following strict brand guidelines. Designed proof documents with all translated text and titles to match original versions for motion title work, also to align to client-specific brand guidelines.

### SENIOR GRAPHIC DESIGNER, EDITOR, MULTIMEDIA SPECIALIST | SAVVAS LEARNING COMPANY – 2019-2021

Produced a high-quality customer-facing marketing materials and content for internal stakeholders including email and social media campaigns, edited promotional videos, built responsive websites, created tutorials with animated characters, data visualization infographics, and presentation and event materials. Responsible for the Pearson to Savvas acquisition rebrand roll-out, digital asset management, communicating brand guidelines and standards, and updating all legacy materials with new content to drive sales, engagement, and brand awareness.

### ASSOCIATE GRAPHIC DESIGNER AND RESOURCE DEPLOYMENT LEAD | PEARSON EDUCATION – 2013-2019

Refined company's visual identity across all print and digital collateral. Created and managed digital assets and how they were implemented internally and shared externally. Created marketing materials for sales teams. Acted as graphic team's liaison to internal partners and external vendors, managed workflow and intake requests. Partnered with Human Resources to create the brand and content for the Diversity and Inclusion group.

Acted as project and deployment manager for SIOF, a web-based and in-person educational program. Provided white glove customer service and relationship management to sales team, course facilitators, and educators. Managed Pearson customer database, enrollment, registration, payment and budget reconciliation. Acted as liaison between Pearson and school administration, sent communications and student materials to customers, updated intranet and course websites, and facilitated technical deployment of webinars.

### GRAPHICS COORDINATOR | HOCKFIELD & ASSOCIATES, INC. – 2012 - 2013

Spearheaded and created the company's first in-house graphics department and photo studio. Shot and retouched digital private label product photos of and for mockups. Designed new templates for comparative analysis matrix of name brand versus private label products to drive sales. Managed product launch communications with manufacturers, top retailers, and big box stores.

## FREELANCE AND CONSULTING

### GRAPHIC DESIGNER, LETTERER, EDITOR | FONT LORD STUDIOS – 2010-PRESENT

Design, edit, and execute various graphic design projects, from brand identity to marketing for corporate and non-profit clients and independent creators. Partner with clients and creators to map out their vision and goals for the project. Craft mockups and adjust copy, art, and media through edit rounds to deliver visually compelling finished products. *Full suite of services below and projects reflected in portfolio.*

### COMMUNICATIONS AND SEO CONSULTANT | GENEVA FINANCIAL – 2021-2022

Write specialized mortgage industry articles, targeted to local markets with optimized SEO to direct internet traffic promoting their home ownership programs, products, and services to potential homebuyers. Select and edit eye-catching images and keywords and publish through Wordpress and Yoast. Engage with comments and track and report metrics.

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## PRIOR EXPERIENCE

Film and television production (on-set and post), set building, production assistant, footage logging and file delivery. Talent and literary representation agent assistant. Retail and customer service. Personal banking with clients and as a teller.

## SKILLS AND APPLICATIONS

- Adobe Creative Cloud (Illustrator, Photoshop, Indesign, Premiere Pro, After Effects, Audition, Character Animator, Acrobat)
- Cinema 4D
- HTML, CSS, Javascript, Wordpress, SEO (Yoast)
- Microsoft Windows and Office (Word, Excel, Power Point, Access, Outlook)
- Mac OS, iOS, Apple iWork (Pages, Keynote, Numbers); Google Suite (Docs, Sheets, Slides)

## FREELANCE SUITE OF SERVICES AND EXPERTISE

- Design and layout of print collateral and publications
- Digital and social content creation from development through design and deployment
- Lettering and typography
- Logo and brand identity creation
- Packaging and services design
- Retouching and optimization of photos and assets
- Video editing, graphics collecting, post-production mixing, moving titles, (multilingual) subtitles, graphics, and VFX / DFX
- File management, folder structure, organization, conversions, file delivery, and archiving
- Responsive web design
- Email marketing and metrics reporting
- Story Development, copy writing and editing
- All finalization (pre-flight) stages of print production and delivery
- Meeting internal schedules and client deadlines
- Customer service and account management

## PUBLISHED TITLES

- *P.I. Jane* (Caliber Comics) *Television series currently in development with Lighthouse/Brighthouse Productions*
- *The Consultant* (Action Lab Entertainment)
- *D.I.S.* (Markosia Entertainment)
- *Prison Grievances: When to Write, How to Write* (Amazon)

## EDUCATION

Columbia College Chicago, Chicago, IL - B.A., Television Writing and Producing, 2007

Northwestern University, Evanston, IL - Certificate, Full Stack Web Development, 2019