

# GREG SORKIN

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Southern California | (312) 804-0610 | gregsorkin@gmail.com | LinkedIn | Work

With over a decade of professional graphic design experience and a background in television production, Greg is a seasoned digital content creator, specializing in providing tailored design solutions. He is passionate about enhancing clients' businesses and ensuring their vision reaches fruition.

His collaborative approach extends to working with a diverse portfolio of clients including Amazon, Walmart, Citi, Pearson Savvas Education, and Chamberlain Lift Master, to small business owners and non-profit organizations. His breadth of work ranges from designing logos, brand identities, collateral, communications, video editing, website building, blueprinting, and SEO optimization, delivering on collective concepts with creativity and precision that meets the client's business objectives.

Greg also has a proven track record producing content for commercial campaigns, post-production posters, trailers, streaming platform key art, and comic book lettering, layout, and production for industry giants such as Disney, Pixar, Marvel Studios, LucasFilm, Fox, Hulu, and Spectrum.

## SKILLS AND ACCOMPLISHMENTS

- **Graphic Design:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Audition, Character Animator, Acrobat), Cinema 4D
- **Web Development:** HTML, CSS, Javascript, WordPress, SEO (Yoast)
- **Operating Systems:** Microsoft Windows and Office, Mac OS, iOS, Google Suite
- Created specialized proof document templates while at Deluxe Entertainment that streamlined workflows, saving hours of work per day, per artist.
- Designed templates for comparative product analysis matrices at Hockfield & Associates, resulting in a 12% boost in sales.
- Wrote and published mortgage industry articles with SEO optimization that led to an 8% increase in traffic to Geneva Financial's website.

## WORK EXPERIENCE

Associate Project Manager, Builder, Graphic Designer, and SEO Specialist | Hermosa Kustoms | 08/2023 – Present

- Design and produce eye-catching signage and graphics multiple commercial photo shoots and corporate events, enhancing brand visibility and client engagement by 40%
- Develop detailed 2D blueprints and CAD files for CNC machines, ensuring precision and efficiency in production processes, leading to a 25% increase in output quality.
- Serve as an Associate Project Manager for custom sensory gym builds, responsible for location scouting, preliminary measurements, gym installation specialization, client management, and conducting follow-up inspections.
- Generate industry-specific articles with compelling imagery to optimize SEO, elevate brand visibility, and attract new clientele.

Graphic Artist | Deluxe Entertainment | 03/2022 – 07/2023

- Developed poster and trailer key art for major film and television releases, collaborating with studios including Marvel, Disney, Pixar, Amazon, and Hulu.
- Recreated translated title treatments for international markets, ensuring adherence to brand guidelines and consistency across all versions.
- Designed proof documents with translated text for motion title work, maintaining alignment with original content and quality standards.

## Communications and SEO Consultant | Geneva Financial | 10/2021 – 03/2022

- Authored and published specialized mortgage industry articles using WordPress and Yoast for SEO optimization, increasing internet traffic and promoting home ownership programs.
- Engaged with online comments, tracked user interactions, and reported on key metrics to measure engagement and content performance.

## Senior Graphic Designer, Editor, and Multimedia Specialist | Savvas Learning Company | 05/2019 – 10/2022

- Directed the Pearson to Savvas acquisition rebrand roll-out, updating legacy materials and implementing new content to enhance sales, engagement, and brand awareness.
- Created high-quality, customer-facing marketing materials, including email campaigns, social media content, promotional videos, and responsive websites.
- Oversaw digital assets, maintaining strict compliance with brand guidelines and standards for consistent brand representation across all materials.

## Associate Graphic Designer & SIOP Project Manager | Pearson Education | 07/2013 – 05/2019

- Spearheaded the refinement of the company's visual identity across print and digital collateral, coordinating project timelines, resources, and stakeholder communication to ensure brand consistency and quality.
- Acted as the project and deployment manager for web-based educational programs, overseeing IT support, customer service, and project delivery from inception to completion, ensuring adherence to timelines and budgetary constraints.
- Directed the management of Pearson's customer database, including enrollment, registration, payment processing, and budget reconciliation, employing strategic project management techniques to enhance operational efficiency and streamline processes.

## Graphics Coordinator | Hockfield & Associates | 01/2012 – 12/2012

- Led the establishment of the company's inaugural in-house graphics department and photo studio, while overseeing product launch communications.

## Digital Content Creator, Letterer, Editor, Project Manager | Font Lord Studios | 01/2010 – Present

- Collaborate with corporate and non-profit clients on graphic design projects, emphasizing brand identity, marketing strategies, and visual storytelling techniques.
- Deliver comprehensive graphic design services, including branding, design layout, digital and social media content creation, lettering, typography, video editing, motion graphics, VFX, and compositing.
- Manage project from concept through deployment, networking between client and artist to efficiently communicate progress updates and deliverables.

## **P R I O R   E X P E R I E N C E**

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. *Previous employers have included Trader Joe's, BankFinancial FSB, Metropolitan Talent Agency, North Community/Byline Bank, and North Shore Community Bank.*

## **E D U C A T I O N**

B.A., Television Writing & Producing | Columbia College Chicago, Chicago, IL | 2007

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