



# Garrick Greathouse

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I am a Graphic Designer and Video Producer based in Grand Rapids, Michigan. I specialize in print layout, advertising, photography, video production, web design and audio production.

I have over fifteen years of working experience designing and producing video for both freelance clients and full time corporate employment. I see my work as an extension of marketing with a proven track record of increasing brand awareness and sales for my clients.

## Education

### Ferris State University

Associate Degree  
Visual Communication

Bachelor Degree  
TV & Digital Media Production

## Creative Skills

Adobe Creative Cloud, Premiere, Photoshop, InDesign, Illustrator, After Effects, Audition, Final Cut.

Promotional video, brochures, catalogs, motion graphics, marketing materials, logo design, 3D animation, trade show displays, advertising, studio and remote shooting, lighting, asset management, storyboard, point of purchase materials, trade show displays, sales sheets, typography, color theory, HTML, CMS

## Freelance

### Graphic Designer, Video Producer 2001 - Present

My list of former freelance clients include dozens of companies such as Amway Global, Spectrum Health, Serviscreen, X-Rite, and Meijer. My work has included video production, packaging design, logo design, photography, event promotions, promotional fliers, brand consulting, and CMS web design. I have produced live sports broadcasts and TV news segments for local and national markets.

### IVS Vacuums / Ginsan Industries Grand Rapids, MI

#### Marketing Manager 2019 - Present

Hired to rebuild the company marketing and on-line efforts after a catastrophic data loss event, I have designed and launched several company websites, rebuilt the product photo library, launched several new products into the market and produced promotional videos. I'm also in charge of designing and ordering point of sale materials both in-house and through vendors, creating and maintaining brochures and owners guides, sourcing materials and designing ad materials.

### Knappe & Vogt - Grand Rapids, MI

#### Video Multimedia Specialist 2017 - 2019

As the sole member of KV's video production efforts, I worked closely with Customer Service, Marketing and Sales to produce installation, product feature and OEM capability videos achieving an 18% year-over-year engagement growth. Occasionally assisted with graphic design. Designed and built production studio and kitchen set. Created video brand standards and motion graphics. Produced instructional videos as requested by Lowes.com. Created product installation library to aid customer service efforts.

### AGA MARVEL - Greenville MI

#### Creative Director: North America 2013 - 2017

#### Marketing Coordinator: North America 2011 - 2013

I was responsible for designing and maintaining all marketing assets for our various brands including AGA Ranges, Marvel Refrigeration, Marvel Scientific, and Heartland Appliances resulting in more than 11 million dollars in new business development. This included producing all brochures, print/digital ads, spec and sales sheets, point of purchase materials and trade show display graphics. I also designed and maintained our five CMS based corporate websites. Created and maintained image library of more than 800 SKU's. Launched the individual websites of four global appliance brands. Developed standards and redesigned seven unique product brochures.