

Ethan Norton

Multimedia Designer

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Experience

CCA Global Partners

Graphic Designer
10/24–Present

- Working within CCA's internal marketing agency to implement all brand and promotional strategies across for the 1000+ member stores of the three primary brands; Carpet One, Flooring America/Flooring Canada, and the Floor Trader Outlet.
- Creating and designing campaigns for each brand's national promotions, including broadcast and digital spots, in-store POP, digital display ads and social media assets, and print ads.
- Creating and designing a wide range of custom work for individual members including display ads, custom spots, mailers, and billboards.
- Designing quarterly OTT campaigns for evergreen brand promotion.
- Creating informational webpages for each promotion on the internal member website and helping manage all promotion participation.

Made By Nacho

Graphic Designer
8/22–9/24

- Supported various teams within Chef Bobby Flay's cat food company designing a broad range of digital and print assets.
- Produced and updated a PDP refresh for the full line of 71 skus, over 800 slides, for internal webstore, Amazon, and all digital sales outlets.
- Partnered with the CMO and Innovation to design standard setting packaging for a new premium canned food line that added skus annually and who's look was also adapted to update the kitten can line.
- Teamed with sales and marketing to create print ready annual sales catalogs, trade show booths, backdrops, banners, and floor stickers.
- Regularly designed banners and digital assets for e-commerce, updated packaging, managed asset library, and fostered the brand's image.

DOJO Labs (Formerly Napjitsu)

Junior Graphic Designer
10/20–7/22

- Partnered with the tight knit team at Napjitsu, a start up supplement brand, working with marketing and sales on day to day creative needs.
- Designed, iterated, and optimized static and motion based organic social media campaigns and paid advertisements.
- Worked cross functionally to create sales materials used to open 1200+ new doors and supported the launch with on brand product info sheets.
- Designed new store announcements for socials, regularly edited and color corrected influencer testimonial videos, and created assorted digital assets for marketing and e-commerce support.

MetroWest Nonprofit Network

Freelance Designer
6/19–9/20

- Thrived autonomously providing services for the MWNN's network of nonprofits. Contributed to brand refreshes, designed new collaterals, assisted with presentations, and created assorted marketing materials.

Education

Framingham State University
2015–2019

BA in Communication: Integrated Visual Media, *cum laude*

Software

Adobe:

After Effects | Illustrator | InDesign | Photoshop | Premiere | XD

Other:

Basic HTML and CSS | Blender | Figma | Webflow