



Smart Design.
Every Time.

CONTACT

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EDUCATION

B.A., Graphic Design
Minor: Business
San Jose State University, 2006

A.A., Liberal Arts
DeAnza College, 2001

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe In Design
Adobe PageMaker
Adobe Acrobat
Quark XPress
Microsoft Publisher
Microsoft Office
Autodesk AutoCAD
Adobe Dreamweaver
HTML/CSS
Wordpress
Enfocus Pit Stop Pro
Mac OS X
Microsoft Windows
+ More

SUMMARY

Seasoned Graphic Designer / Marketing Professional with a vast range of experience and completed projects ranging from brand identity, marketing materials, and websites to multi-phase advertising campaigns. Accustomed to fast paced environments, even preferring them, due to an insatiable drive to accomplish the unthinkable. Managerial background accentuates a creative mind delivers a "complete package" capable of driving a team while simultaneously having the ability to be a productive member in the trenches.

EMPLOYMENT HISTORY

Marketing Director | Dinan Corp., Morgan Hill, CA | 2014 - Present

Guide the companies creative division in all facets of the business ranging from print materials to the corporate website and social media. Also instrumental in developing and disseminating all marketing programs and collateral to an international dealer/distribution base. This marketing focus and the programs initiated garnered a resurgence of market share that had been lost in the years prior. This increased market share yielding an initial 25% growth in sales in a single quarter with a forecast of continual growth going forward.

- Work directly with dealers on implementing programs that strengthen Dinans market presence via direct interaction and exposure to prospective customers. Programs include posting a Dinan page to each dealer website, mining customer databases for e-mail blasts and postcards, as well as participating in a specifically developed online marketplace listing pre-assembled Dinan signature vehicles among others. Nearly all programs have been adopted with with an extremely high success rate.
- Established an online presence and following through various social media channels (Facebook, Instagram, Twitter, etc) and forums pertaining to BMW tuning products. These followers fostered exponential growth online helping to establish an online community rivaling other competing brands.
- Maintained the corporate website and its 1000+ product catalog complete with product photography on a continuous basis.

Production Manager / Graphic Designer | Express Printing & Graphics, Sunnyvale, CA | 2008 - 2014

Was responsible for maintaining all assets of work flow from the customer, to pre-press, then finally to production. Acted as the creative director for most projects and either designed / produced customers artwork myself or gave precise direction for the production team to execute.

- Interacted daily with customers and the production team to ensure all orders were properly executed, produced, and made deliverable.
- Helped develop and maintain company website, www.expressprintingusa.com. In particular, the back end portals for each major client that could be customized individually and on the fly for instantaneous proofs and print ready materials.
- Guided the pre-press department on implementation of customer requests as well as design myself to ease workload and efficiency.
- On a daily basis problem solved to satiate client demands and make executive decisions to accomodate needs of employees and customers alike.

Graphic Designer / Regional Sales | Cosmo Lighting Inc., Fremont, CA | 2008

Was solely responsible for all marketing materials ranging from flyers and brochures to website design. Also was primarily responsible for establishing new partnerships with other corporations to establish a market presence for Cosmo Lighting's products.

- Developed effective print media that was used consistently to establish new relations as well as foster growth with current clientele.
- Helped develop and maintain a revamped website for the company that integrated both informational data as well as back end databases, such as OMS, for a unified E-commerce site.
- Within first month of employment established four accounts worth in excess of two million dollars with a company that previously had no market presence within large retail outlets.
- Developed long lasting and profitable relationships with a multitude of clients through honesty and integrity.

Product Flow Supervisor | Circuit City, San Jose, CA | 2007

Hardware / Merchandise Manager | CompUSA, San Jose, CA | 1999 - 2006