



BRIAN SOLKA

ABOUT

I'm a hard-working, quick-learning creative who's eager to feel purpose and excitement on the daily. I have experience in web and graphic design, but my interests span far beyond those specialties. A former manager once called me "an accomplished creative mind" but, for now, you can just call me Brian.

EXPERIENCE

PRODUCER

Team One | Dec. 2021 - Apr. 2022

- Produced March Sales Event across multiple web pages on Lexus.com.
- Project-managed entire digital process from design and preparing content to implementation with studio/tech team to launch on client website.
- Communicated with stakeholders, account executives, developers, and content authors to ensure smooth transition through entire digital process.
- Tracked and maintained timelines and budgets utilizing project collaboration platforms.

DIGITAL PRODUCER

Masterminds Agency | Mar. 2021 - Oct. 2021

- Used Google Analytics and other tools to analyze organic website traffic and social media ad data to create reports in PowerPoint for clients.
- Crawled and conducted in-depth reviews of clients' websites and analyzed and implemented fixes for SEO improvement.
- Updated clients' web pages with user-friendly formatting and keyword-rich copy following SEO best practices.

WEB PRODUCER/DESIGNER

Freelance | Apr. 2020 - Mar. 2021

- Created product sell sheets, provided website auditing (proofreading, copywriting, layout, UX), and video editing to a variety of clients.

WEB/GRAPHIC DESIGNER

JCC of Dallas | Dec. 2014 - Apr. 2020

- Developed and managed organization's website design and copywriting/editing for 8 departments.
- Used Adobe Creative Suite to design eye-catching, web-optimized graphics for emails, print collateral, and lobby TV screens to create multimedia consistency and improved consumer communications.
- Monitored and managed agency and department social media platforms.
- Worked collaboratively with CEO, Marketing Director, graphic and web designers, program directors, and account managers.

JUNIOR CREATIVE ASSOCIATE

Volacci | Dec. 2012 - Dec. 2014

- Implemented SEO optimizations on Volacci and 15 client (Drupal) websites to improve traffic, page views, and search.
- Managed social media accounts, posting tips on SEO and marketing automation software.
- Wrote weekly blog posts for company website, deployed weekly newsletters, and created infographics for blogs and social.
- Shot and edited internal/external videos for existing and potential clients.

CONTACT

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EDUCATION

Bachelor of Arts: Film Studies
Certificate, Digital Media
University of Colorado at Boulder

TECHNICAL SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Email Marketing
Google Analytics
HTML
Microsoft Office Suite
Project Management Software
Social Media Strategy
WordPress

SOCIAL

- 📘 fb.me/briansolka
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