

Stuart Gelin

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WORK EXPERIENCE

Amerifund Home Loans

Aug 2021 – Present

Creative Manager | Feb 2022 - Present

Simi Valley, CA

- Led the design and redesign of multiple websites for various divisions, including the main company website and the SharePoint resource center, enhancing user experience and functionality.
- Spearheaded the transition to a new CRM system, which transformed a cost center into a revenue-generating tool, improving operational efficiency.
- Managed IT operations for both in-office and remote team members, ensuring seamless technical support and system integration.
- Produced and edited the company podcast, resulting in increased audience engagement and a broader reach.

Social Media Coordinator | Aug 2021 – Feb 2022

- Developed and executed a comprehensive social media strategy, significantly increasing reach and engagement across platforms.
- Managed the website, email list, CRM, and other administrative systems, maintaining efficient and consistent operations.

Red Zone Designs

Apr 2020 – Aug 2021

Owner/Freelancer

Los Angeles, CA

- Founded and managed a freelance web and graphic design agency, delivering customized digital solutions to various clients.
- Designed and developed websites using WordPress along with HTML, CSS, and JavaScript, ensuring responsive design and optimal user experience.
- Created visual content for clients, including logos, banners, and promotional materials, using Adobe Creative Suite.
- Managed social media accounts for clients, increasing engagement and followers through targeted strategies and content creation.
- Collaborated with clients to understand their vision and goals, resulting in high client satisfaction and repeat business.
- Handled project management tasks, including budgeting, scheduling, and client communication, to ensure timely delivery of projects.

EDUCATION

Berklee College of Music

Aug 2016

BM, Songwriting

Boston, MA

- Vice President – Songwriters Club
- Scholarship recipient – 2015, 2016

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Adobe Illustrator, Social Media Marketing, IT Skills for Business, AI Driven Digital Marketing
- **Skills:** Adobe Creative Cloud, WordPress, Graphic Design, Zapier/Automation, UI/UX Design, Email Management, AI, GoHighLevel, Social Media Management, Brand Management, IT Support
- **Interests:** Music, Comedy, Podcasts, Technology, Learning, Photography/Videography