

Vincent S. Aurand
Creative Professional
Metro Detroit, MI



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EDUCATION

Bachelor of Digital Media Design

[Baker College \(2007-2011\)](#)

Associate of Visual Communication

[Baker College \(2005-2007\)](#)

EXPERIENCE

Freelance Marketing Consultant

[VincentAurand.com, Metro Detroit, MI \(09/2020-Current\)](#)

- Designed, provided copy & developed content strategy / calendar to help grow the social media presence of Orange County, CA based custom closet builder, **Closet Solutions**. Successfully integrated creative directed branding, photography & tone of voice into 100+ social graphics.
- Designed, provided copy & developed content strategy / calendar to help grow the social media presence of San Jose, CA based gym, **Red Dot Fitness**. Successfully integrated creative directed branding, photography & tone of voice into 100+ social graphics.
- Creative directed / executed company re-brand & website (design / development / SEO) of Madison Height's, MI based restaurant, **Asya Middle Eastern Cuisine**.

Marketing / Brand / Social Manager

[DOBI Real Estate, Birmingham, MI \(10/2017-02/2020\)](#)

- Built a powerful brand that has gained serious attention within the real estate industry.
- Creative directed, developed, & designed the brand identity, marketing materials, & digital assets. (Advertising, stationary, apparel, web presence, video content, social content, etc.)
- Built a social media presence that lead to new business, agent recruits & overall growth.
- Developed large scale marketing campaigns; driving traffic to the desired channels with smart call-to-action messaging & lead capturing techniques.

EXPERIENCE CONTD.

- Managed all Social Channels (FB, IG, LI, YT, Google Business) – wrote post verbiage, executed paid promotions, measured and reported engagement analytics, & provided community management.
- Managed WeAreDOBI.com website, Google analytics, & performed all necessary updates / maintenance.
- Strategically created original content for social media that left clients saying, “Who’s in charge of your social media?!”
- Project Managed, art directed, developed and designed an “Enterprise Canva” platform; utilized by agents to access & utilize social media templates that adhered to brand guidelines.
- Provided one-on-one social media training sessions; coaching agents on successful practices.
- Consulted with agents to develop individual marketing plans and collateral(while coinciding with brand guidelines), contributing greatly to their business growth.
- Project managed, designed, wrote copy, handled vendor communication for agent EDDM mailings.
- Inspired a creative & positive work atmosphere to evolve and elevate the brand’s culture.
- Mentored, coached, and trained creative interns to produce professional level work.

Creative Marketing Director

Max Broock Realtors, Birmingham, MI (REO) (12/2015-06/2017)

- Lead & directed all marketing of Michigan’s highest volume residential real estate brokerage.
- Consulted one-on-one with individual top-tier real estate professionals to develop to their individual marketing plans.
- Developed & designed print advertisements, flyer’s, misc. marketing collateral, billboards & EDDM campaigns to generate new business leads & brand awareness.
- Worked with multiple print vendors and publications ensuring successful work production outcomes.
- Presented marketing updates at brokerage monthly meetings in front of 100+ agents.

Jr. Art Director & Graphic Designer

Doner, Los Angeles, CA (12/2015-06/2017)

- Proudly focused on supporting Doner’s largest piece of business and client: The UPS Store.
- Provided art direction, graphic design, and copy for various marketing materials including – billboards, campaigns, EDDM postcards, store signage, conference events & brand guidelines.
- Worked closely in a collaborative effort with account team & project managers.
- Additionally involved in multiple new-pitch business ideation & brainstorming sessions with creative team.

EXPERIENCE CONTD.

Teaching Assistant (Web Design)

The Art Institutes, Novi, MI (09/2011-01/2012)

- Apprenticed directly under mentor & design instructor Jeffrey Ross.
- Provided teaching assistance in various UI / UX / Web Design focused courses.
- Lead classroom design demonstrations & lectures.
- Offered one-on-one tutoring for students.

Graphic Design Intern

Basso Marketing Agency, Troy, MI (01/2009-06/2009)

- Entry-level internship role supporting lead design team in creation of branding, logos, print collateral & web design.

REFERENCES AVAILABLE UPON REQUEST.
OR, CHECK OUT MY [LINKEDIN](#) FOR RECOMMENDATIONS.
THANK YOU!