



## BRAD PIPKINS RESUME

PHONE (309) 251-7825  
EMAIL [me@bradpipkins.com](mailto:me@bradpipkins.com)  
WEBSITE [www.bradpipkins.com](http://www.bradpipkins.com)

Digital Team Leader and Web Content Manager with over 20 years of experience leading cross-functional teams in the delivery of high-impact digital solutions. Proven expertise in driving digital transformation, optimizing online performance, and aligning technology initiatives with business goals. Adept at managing web development, UX/UI design, digital marketing, and analytics projects from conception to execution.

### WORK EXPERIENCE ▯

#### Digital Team Leader

Gelia (2010-Now)

- Manages web content for Caterpillar using Adobe Experience Manager (AEM), ensuring accuracy, consistency, and alignment with brand standards.
- Leads/mentors a team of AEM authors, providing training and guidance through ongoing process updates and platform changes.
- Leads digital projects by coordinating with cross-functional teams, including creative and development, to ensure seamless execution.
- Designs and produces visual assets for digital campaigns, including banner ads and social media content.

#### Art Director/Web Designer

AdCo Advertising Agency (2009-2010)

- Designed and produced a diverse range of marketing and advertising materials, including traditional print collateral, print ads, and digital banner campaigns.
- Developed wireframes, mockups, and prototypes to effectively communicate design concepts for website projects.

#### Senior Interactive Developer

Ross Creative+Strategy (1999-2009)

- Directed all phases of the agency's interactive projects, from concept to execution.
- Collaborated with clients to define website goals and functionality, including site mapping, wireframing, mockup design, and front-end development.
- Coordinated with back-end developers to ensure seamless integration and functionality.
- Designed and executed digital banner ad campaigns across multiple platforms.
- Oversaw content management for a variety of client websites, ensuring accuracy and consistency.

### EDUCATION ▯

#### Bradley University

Bachelor of Science

Majors: Graphic Design & Sculpture

Minor: Art History

#### Illinois Central College

Associate Degree in Applied Science

Major: Graphic Design

### SKILLS ▯

Graphic Design, UX/UI Design, Branding, Logo Design, SEO, Website Accessibility, Team Collaboration, Project Management, Mentoring, Adobe Creative Suite, Creatopy, Adobe Experience Manager, Sketch, InVision, Microsoft Office, HTML, CSS, Javascript