

# DAVID DOUCETTE

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## PROFESSIONAL SUMMARY

I am a creative problem solver with 12 years of design experience within a marketing, B2C & B2B setting. I've spent the last decade building brands for an outdoor consumer products company. As part of a small, agile marketing team, I'm responsible for a large variety of tasks including web assets, package design, brand development, photography, advertising, sales materials, and more. I've had two books published and ran a successful Kickstarter campaign.

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## AREAS OF EXPERTISE

**TECHNICAL SKILLS:** Graphic Design | Illustration | Photography | Video Editing | Print & Digital Advertising | Copy-writing & SEO  
Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro & After Effects) | Web Design | Social Media Content  
Merchandise Development | Tradeshow Materials | Email Marketing | User Experience | Podcasting

**PROFESSIONAL TRAITS:** Leadership | Data-driven Decision Making | Calm Under Pressure | Deadline Oriented | Adaptive to Change

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## WORK EXPERIENCE

**SENIOR GRAPHIC DESIGNER** Adventure Ready Brands (Formerly Tender Corporation) | Littleton NH | 2014 - Present

As the Senior Graphic Designer, I manage the visual aspects of all brands within the company's growing brand portfolio. My work includes brand refreshes on brands, developing new brands, and driving all creative projects to completion in order to secure item placement in retail or convert sales on shelf or online.

- Developed the branding for 'Adventure Ready' products in time for 2024 release including all packaging, photography, video support, and logo design.
  - Re-branded LuminAid & Counter Assault products after their acquisition. Organized key consumer information and developed new packaging to better highlight product features without sacrificing brand recognition.
  - Managed a team of three other designers and freelance support when needed.
  - Refined artwork approval processes to increase efficiency, speed, and consistency.
  - Developed ad campaigns for brands under my management.
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**EDITOR & LEAD WRITER** Cultured Media | Remote | 2016 - 2018

As the Editor and Lead Writer, I developed content plans for HomebrewTalk.com, WinemakingTalk.com, and HomebrewSupply.com. I sourced writers from the communities to complete the articles and edited the copy.

- Wrote over 100 articles for HomebrewTalk and HomebrewSupply to align content releases and seasonality
  - Managed over 50 community-sourced writers, ensured they had articles to choose from based on their expertise and our needs, and published the content to the websites.
  - Developed email newsletters which included featured promotions and content on a weekly basis.
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**PRODUCTION ARTIST** Grand Circle Travel | Boston MA | 2011 - 2014

As the Production Artist, I facilitated the creation of catalogs, and direct mail marketing materials according to the existing brand guidelines. I also ensured files were delivered to printers accurately.

- Produced, edited, and released 10 - 30 catalogs & direct mail pieces each week.
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## OTHER EXPERIENCE

**PUBLISHED WORK** Wild Mead, Sour & Funky Meadmaking | Self Published & Successfully Funded by Kickstarter | 2018  
Craft Beer: Recipes & Preparation | Flame Tree Illustrated Publishing | 2018

**FREELANCE CLIENTS** Roasting Plant Coffee - Menu boards, Marketing, Packaging | Goally - Packaging | BrewFuse - Writing

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## EDUCATION

**BACHELOR OF SCIENCE  
GRAPHIC DESIGN** New England Institute of Art | Brookline MA | 2008 - 2011