GREGG HORVAT

Marketing, Design & Technology Professional

CONTACTS

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SUMMARY

Thirty years working across marketing, design, and technology, from print and direct mail to web development, digital strategy, and multimedia. I've had the chance to work on brands from both sides: designing them, building the sites and tools behind them, and helping run the campaigns that put them in front of people. I'm looking to bring that experience to a marketing agency, or to a company's in-house team where I can help lead marketing and creative work.

EXPERIENCE

JUL 2017 - NOV 2026

SR. GRAPHIC DESIGNER / SR. INTERACTIVE DESIGNER

MICROMD LLC. / PRACTICESUITE (MERGED JULY 2024)

Canfield, OH / Tampa, FL

Maintain, update, and modify the company's live sites — MicroMD, PracticeSuite, and HelloHealth — while managing all graphics production for print and web, including sell sheets, ebooks, and PowerPoint templates. Build and manage landing pages, email campaigns, and custom forms in HubSpot. Lead branding, logo ideation, and visual identity creation for new software products. Custom-code new content blocks and site features using PHP, HTML, CSS, and JSON, drawing on the full breadth of the Adobe Creative Suite. Oversee the integration of AI-generated assets (Claude, Gamma) into the design and content workflow.

MAY 2007 - JUL 2017

SR. INTERACTIVE DEVELOPER / SR. WEB DEVELOPER

PIPITONE GROUP / VANCE WRIGHT ADAMS & ASSOC. (MERGED AUGUST 2013)

Pittsburgh, PA

Served as primary web developer/designer while lending print expertise to support an over-tasked print department, acting as the technical go-between for traditional and online marketing clients. Delivered projects ranging from social media applications and PowerPoint solutions to complete website builds.

Select clients: Highmark, Heinz, ATI, PPG, US Steel, Marcellus Shale Coalition, Allegheny Conference, Pittsburgh Catholic Diocese, and the Pittsburgh Downtown Partnership.

APR 2000 - MAY 2007

ART DIRECTOR

ELLISON MEDIA COMPANY

Phoenix, AZ

Directed and produced all aspects of design for Ellison Media, its clients, and two sibling companies, Ellison Research and Global Duplication, including corporate and client website development and support, local and national print advertising, direct mail development focused on acquisition marketing, and email marketing. Led and worked directly alongside the designers and creative team, while also serving as the company's in-house photographer. Owned every stage of creative development, from concept and design through post-project analysis.

EXPERIENCE

GRAPHIC DESIGNER

RURAL/METRO

Scottsdale, AZ

JAN 1999 - FEB 2000

As a member of the Public Affairs and Marketing team, produced projects including corporate annual reports, posters, flyers, newsletters, original logo design, collateral, presentations, and local, national, and international ad campaigns. Maintained and updated the corporate website and produced beta versions of the corporate investor relations and human resources sites, along with graphic support for regional home pages.

ADVERTISING & PROMOTIONS

DMS DIRECT MARKETING SERVICES, INC.

Scottsdale, AZ

APR 1995 - JAN 1999

Designed and built the corporate website, produced copy for a national ad campaign, and designed employment brochures. Produced the weekly company newsletter and ongoing internal advertising campaigns to support retention, sales, employee morale, and benefits, including weekly tracking of contests and promotions. Produced numerous internal forms and the annual corporate Christmas card, serving as the design liaison across departments for promotional, printing, and design needs — spanning banners, posters, flyers, print ads, brochures, digital editing, and original logo work.

EDUCATION

COURSEWORK TOWARD A BACHELOR OF FINE ART

Youngstown State University

Youngstown, OH

SEP 1990 - MAY 1993

Three years of color, design, and abstract instruction across mediums including pastels, chalks, oils, pencil sketching, sculpting, and computer-aided design.

SKILLS

DESIGN

- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects
- Photography

CONTENT MANAGEMENT

- WordPress
- ExpressionEngine
- Kentico
- Concrete5
- Drupal
- HubSpot (Design Certified)

TECHNOLOGIES

- HTML5
- CSS3
- PHP
- CodeIgniter
- JavaScript
- jQuery
- Bootstrap
- MySQL
- SQL Server
- phpMyAdmin
- JSON

REFERENCES

AVAILABLE UPON REQUEST