



**toddhagler**

contact@[toddhagler.com](mailto:toddhagler.com)  
[www.linkedin.com/in/toddhagler](http://www.linkedin.com/in/toddhagler)

## Skills

### Writing

Copywriting, Content Writing, Editing, SEM/SEO

### Graphic Design

Photoshop, Illustrator, Affinity Photo & Designer

### Print Production

InDesign, InCopy, Affinity Publisher, Acrobat PDF

### Web Design

Wordpress, Divi, Dreamweaver, HTML, CSS, Joomla

### Video/Motion Graphics

After Effects, Audition, Premiere Pro

### Business/CRM

Influitive, Salesforce, HubSpot, Smartsheet, Cvent, Act-On, Microsoft Office

## Attributes

Respected Leader  
Clear Communicator  
Tactful Diplomat  
Team Builder  
Strategic Planner  
Project Manager  
Diligent Researcher  
Process Improver  
Tech Implementer  
Positive  
Confident  
Dependable  
Resourceful

## Education

BFA, Advertising Design  
Stephen F. Austin  
State University

## Profile

Strategic marketer with a deep knowledge of creative design and content creation. Proven success developing clear brand and product strategies, crafting targeted messaging, and growing customer loyalty. A rare blend of creative and analytical known for flexibility and team building.

### Hagler Design

2017 - present

#### Strategic Marketer, Designer and Content Creator

Helping clients successfully market their product or service with a broad range of content creation, visual branding, and identity design. Small-business WordPress websites a specialty.

### Dexter + Chaney (Viewpoint Construction Software)

2011 - 2017

#### Creative Director/Customer Marketing and Advocacy

Increased market presence by overseeing all aspects of company branding.

- Designed, wrote and produced content for print, web, social media, and live events including promotional copy, product brochures, application briefs, web copy, blogs, e-books, and e-newsletters.
- Co-organized annual users' conference for approximately 500 attendees, generating more than \$700,000 in revenue. Developed and administered online registration, on-site check-in, and session tracking processes using Cvent. Created automated process to award Continuing Professional Education (CPE) credits saving hours of manual filing, tracking, and mailing of certificates.
- Redesigned corporate website to best reflect company identity and goals.
- Implemented and directed advocate marketing program with \$170,000 annual budget. Developed content and oversaw the customer rewards program using the Influitive platform. Managed the program administrator.

### Oser-Bentley Custom Publishers

2008 - 2010

#### Publisher/Creative Director

Created novel magazine concepts including title, design approach, and editorial content.

- Researched potential clients, developed presentation materials, and presented concepts. Cultivated accounts worth more than \$1.5 million.
- Worked closely with clients to establish editorial calendars and workflows.

### QuestCorp Media Group, Inc.

2005 - 2008

#### Creative Director

Led the creative vision for custom publications producing more than 4,500 editorial pages and \$3.5 million in annual revenue.

- Drove marketing initiatives including branding, email marketing, and website.
- Managed six employees including designers, web developer, and traffic coordinator.

### Physicians' Education Resource/Cancer Information Group

2002 - 2005

#### Art Director

Guided the development and production of six specialty-focused, internationally peer-reviewed medical journals, more than 50 newsletter titles, web-based initiatives, online CME testing, and international conference marketing.

**toddhagler**

358 NW 52<sup>nd</sup> Street | Seattle, WA 98107  
contact@[toddhagler.com](mailto:toddhagler.com) | 206.250.1934