

# BRYUN LEMON

CREATIVE • DESIGNER • WRITER • THINKER • DIRECTOR • PLANNER

## PERSONAL INFO

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## REFERENCES

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## PROFESSIONAL PROFILE

- Skilled designer and marketer with over 15 years experience in both digital and print
- Familiar with all aspects of product development (including concept, design, consumer testing, packaging and branding)
- Experienced leader of creative teams between 3 and 30 people with individual skill levels from beginner to expert
- Creative and Technical Writing Expertise with real-world experience in magazine, book, digital and newspaper



## EDUCATION

### BRIGHAM YOUNG UNIVERSITY - Provo, UT *Bachelor's Degree - English & Manufacturing*

As a student at Brigham Young University, I studied both English and Manufacturing. My English studies helped refine my ability to communicate while my focus on manufacturing taught me how to apply my skills in actual product development.

While English and Manufacturing don't typically go hand-in-hand, the combination has helped me be a real asset on both creative and manufacturing projects.

#### Skills Developed & Refined:

- Comprehensive Creative and Technical Writing
- 2D/3D Design Fundamentals
- Project Planning & Completion
- Time Management - Worked Full-time While Attending Classes

### UTAH VALLEY STATE COLLEGE (UVU) - Orem, UT *Associate's Degree - Communication*

At Utah Valley State College/Utah Valley University, I was taught the fundamentals of speech and communication. Many of the soft skills I've used to convey ideas and instructions throughout my career were first learned in the classrooms and workshops I attended there.

#### Awards & Accomplishments:

- 1st place 2002 UVSC Speech Invitational
- Awarded Publisher's Choice - Warp & Weave Literary Journal
- Taught Introductory Photoshop course

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## SKILLS & EXPERTISE

### COMMUNICATION - WRITING



### COMMUNICATION - SPEECH



### DESIGN & LAYOUT



### ADOBE CREATIVE SUITE



### MICROSOFT OFFICE



### PROJECT MANAGEMENT



### GUERRILLA MARKETING



### PROBLEM SOLVING



### PRODUCT BRANDING



### TRAINING & LEADERSHIP



### CMS (WORDPRESS)



WWW.BRYUNLEMON.COM



## WORK EXPERIENCE

### 2014-2019 **CREATIVE DIRECTOR - Chapter Three Games**

As the creative director, I work with each of the creative, manufacturing and administrative teams to take a game from an idea to a finished product. Effective communication and creativity are necessary to successfully complete these projects. Noteworthy achievements include:

- Modifying and approving over 760 major design elements
- Generating \$46k via crowd funding and private investors for our initial project - Five Minute Delivery
- Managing teams of 3-30 people on simultaneous projects
- Creating unified branding for all products, packaging, marketing materials and internal style guides

### 2012-2014 **GALLERY DIRECTOR - Red C Gallery**

As the Gallery Director, I was responsible for human assets (paid and volunteer) as well as planning and organizing gallery events. A significant level of coordination between businesses, city officials, vendors and customers was required for events and promotions to succeed. Accomplishments included:

- Building a brand through recurring events and classes, increasing the customer base by almost 1300%
- Establishing marketing channels and partnerships that improved ad reach and lowered marketing costs by 35%
- Teaching classes and workshops to college students, using those same skills to mentor and train employees

### 2002-2011 **SALES & MARKETING DIRECTOR - Repartee & Framework**

As the Director of Sales, I was in charge of hiring each employee and training them as effective salespeople, reaching goals, and (in rare cases) disciplinary action.

As the Director of Marketing, it was my responsibility to create our brand and develop marketing plans that made sense. We were building a name with every ad we built, every promotion we ran and every product we sold. Accomplishments included:

- Creating a gallery culture for all employees - improving loyalty and reducing turnover by 40%
- Doubling yearly sales from \$600k to \$1.2M in less than three years
- Introduced demographic targeting programs to expand our customer base by over 300%