

WADE SISCO

Marketing & Design Specialist

EDUCATION

UNDERGRADUATE

B. A. DEGREE

*Graphic Design**Visual Communications*N.W. Arkansas
Community CollegePlatt College
Cerritos, CA

SKILLS

Adobe CS	Google Adwords	Social Media
Animation	HTML & CSS	UI/UX Design
Blender	iOS Apps	Unreal Engine
Copywriting	Marketing	
Cinema 4D	Photography	
Facebook Ads	Project Management	
Figma	Sound Production	
Graphic Design	SEO	

ACHIEVEMENTS

Publication

Social, Casual and Mobile Games: The Changing Gaming Landscape, Michele Willson, Tama Leaver · 2016

Pro Bono

Amnesty International

Membership

AIGA

EXPERIENCE

SEPT 2017 - JULY 2022 | UNITED IND./ ULTRABOARD | BENTONVILLE, AR

MARKETING DIRECTOR

- Rebranded the United Industries corporation and UltraBoard product lines including logo design, product line naming conventions, marketing materials, sample kits, trade show booths, packaging, website and social media channels
- Redesigned and built UltraBoard.com and MountingBoards.com websites
- Developed brand social media channels and generated their content
- Authored SEO and SEM content for social channels, blog, and email marketing campaigns
- Produced and maintained Google AdWords campaigns including landing pages, A/B tests, and conversion tracking

JUN 2015 - AUG 2017 | R&R SOLUTIONS | GRAVETTE, AR

UI/UX DESIGNER

- Supervise and execute redesign and future development of user interfaces and user experience for company Enterprise Resource Management Software (ERP)
- Design and implement warehouse location management system for both software and real world applications.
- Redesign current user interfaces and user experience work-flows for increased ease-of-use for end users.
- Develop wireframes, functional prototypes, and software documentation for distribution of software as a SaaS model

JAN 2012 - JUL 2016 | PIXALIM STUDIOS | PALM SPRINGS, CA

iOS APP PRODUCER

- Developed and launched 6 original apps for iOS devices
- Produced all app wireframes and interface elements
- Planned and implemented monetization methods for free app model revenues
- Sourced and managed offshore development teams for code implementation
- Produced all marketing for app promotion including websites, videos and social media channels
- Achieved top 10 ranking for 3 apps within Apple App Store Entertainment, Casino Game and Photography categories

SEP 2015 - AUG 2016 | AGUA CALIENTE CASINO | RANCHO MIRAGE, CA

DIGITAL DESIGNER

- Acted as a liaison between marketing and development departments to execute design and implementation of multiple casino chain websites
- Created wireframes and working prototypes for review of content management system design, user interface style, and user experience.
- Redesigned website information architecture to optimize site content for users and search engines
- Spearheaded implementation of Hubspot analytics including email marketing campaigns, landing pages, and click tracking process work-flows
- Designed and coded email campaigns for multiple player personas development, concert venues and casino events
- Designed graphics & animations utilized in Players Club kiosk experiences, promotional materials, billboards, and media ads