Les Gossett

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PROFESSIONAL SUMMARY

Digital marketer, graphic designer, and creative technologist with extensive hands-on experience developing marketing campaigns, brand identities, visual communications, and creative assets across social media, email, web, and print. Combines marketing execution with strong graphic design and custom web development capabilities to take projects from concept to launch and support audience growth, engagement, and conversions.

Integrates AI into marketing research, content and visual production, and software development, creating reusable workflows, custom creative tools, and functional applications. Collaborates with business owners and teams to translate business goals into effective creative and digital solutions.

U.S. Army Veteran.

SKILLS & TOOLS

- **Digital Marketing & Campaign Creative**: Social media campaigns, content planning, paid social creative, ad variations, email marketing, audience growth and engagement
- **Brand & Visual Design**: Brand identity, typography, layout design, print production, photo retouching, motion graphics basics, video editing
- **UI/UX Design (Web & Applications)**: Responsive layouts, content hierarchy, interface design, form usability, conversion-focused workflows, brand-consistent interfaces
- **AI Creative & Development**: Prompt engineering, reusable AI workflows, generative image and content production, AI-assisted software development, application prototyping, API integration
- **SEO & Analytics**: On-page and technical SEO, local SEO, site structure, metadata optimization, structured data, website analytics
- **Adobe Creative Cloud**: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, Acrobat, Dreamweaver
- **Marketing & Analytics Tools**: Meta Ads Manager, HubSpot, Mailchimp, Constant Contact, GA4, Google Search Console, Semrush, Google Business Profile
- **AI Tools**: ChatGPT, Gemini, Grok, Midjourney, Claude
- **Web & Supporting Technology**: HTML/CSS, JavaScript, Classic ASP, SQL Server, IIS, Windows Server, OpenAI API
- **Collaboration & Productivity**: Microsoft Office (including PowerPoint), Slack, Zoom, Dropbox

PROFESSIONAL EXPERIENCE

Web & Graphic Designer | Creative Technologist | Blue Monday Design 2020–Present

Provide design, digital marketing, web development, and AI-assisted creative solutions for small and midsize businesses across multiple industries.

- Planned and executed digital marketing initiatives across social media, email, advertising, and web, developing campaign concepts, messaging, graphics, and branded content from concept through publication.
- Built the brand and digital presence for veteran-owned Watermelon Army, including visual identity, custom e-commerce website, product labels, promotional assets, and social content strategy. Organically grew its Facebook audience from zero to 10,000+ followers.
- Designed cohesive brand identity systems and multi-channel creative assets, including logos, social media graphics, HTML email templates, print collateral, promotional videos, and animated logo reveals. Recent branding projects include Watermelon Army Coffee.

- Designed and hand-coded custom responsive websites, e-commerce functionality, and CMS/admin portals using HTML, CSS, JavaScript, and SQL Server, emphasizing UI/UX design, content hierarchy, usability, and conversion-focused interfaces.
- Configured and continue to manage a Windows Server VPS hosting client websites, including DNS, SSL certificates, backups, performance optimization, maintenance, and technical troubleshooting.
- Developed reusable AI creative workflows and structured prompt systems for marketing research, campaign concepting, brand messaging, advertising copy, social media content, and long-form content development.
- Produced and refined AI-generated imagery and marketing assets, combining generative AI tools with Adobe Creative Cloud for image editing, creative production, and brand-consistent visual content.
- Developed Framewrk, a functional multi-tenant SaaS platform featuring secure authentication, workspace management, role-based access controls, and a SQL Server-backed content management system for website content creation and publishing.
- Designed and developed functional creative applications using AI-assisted software development workflows, including Framewrk Design Studio (visual content creation), Framewrk Studio (image editing and branding), and ShieldGrid (a custom Adobe Illustrator extension for artboard guides).
- Built and tested ChatCore, an early-stage conversational AI chatbot prototype using the OpenAI API, exploring business-specific responses, conversation handling, and integration with custom web applications.

Web & Graphic Designer – Digital Marketing | **Bright Star Productions / Techland Houston / CostumeWorx** 2015–2020

Full-time role supporting three interconnected companies under one ownership group. Managed creative and technical projects across branding, digital marketing, web development, e-commerce, and print production.

- Redesigned the visual identities for Techland Houston and Bright Star Productions, and named and established the original CostumeWorx brand following a business acquisition. Developed cohesive branding systems across all three companies, including logos, business cards, stationery, signage, and print/digital marketing materials.
- Planned and executed digital marketing initiatives, including Facebook/Instagram advertising, Mailchimp email campaigns, SEO, and social media content, helping grow Techland's social presence from zero to thousands of followers.
- Designed and produced extensive print and promotional materials, including in-store signage, product datasheets, flyers, trade show graphics, and three full-color, multi-page sales booklets for Bright Star Productions.
- Created promotional videos, video slideshows, motion graphics, lower-third overlays, and animated logo reveals supporting marketing campaigns, product launches, and events.
- Designed and developed custom e-commerce websites and SQL Server-based administration portals for Techland Houston and CostumeWorx, integrating QuickBooks POS data to streamline product updates, inventory management, and online sales.
- Conceived, designed, and developed Techland Houston's interactive online Gobo Designer, enabling customers to customize lighting patterns with drag-and-drop controls, live previews, and integrated purchasing, eliminating multiple email/phone exchanges and saving 1–2 staff hours per order.
- Developed custom event and educational websites, including TechlandU and Summer Intensive, featuring branded interfaces, course and event registration, session selection, online purchasing, and administrative functionality.
- Designed and developed Bright Star Productions' custom CMS website, managed social media content, and implemented SEO improvements to support its online marketing presence.

EDUCATION

Bachelor of Arts, Communications | **University of Houston**

COMMUNITY & LEADERSHIP

President (Current), Board of Directors | **College Place Property Owners Association (HOA) | 2015–Present**