

JOSEF MILTON

Marketing Manager & Digital Designer
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PROFESSIONAL SUMMARY

Strategic digital design and marketing leader with 10+ years of experience crafting high-performing visual campaigns, building web platforms, and brand systems. Skilled in leading creative teams and producing engaging, conversion-focused digital assets across web, email, and social channels. Expertise in digital and web design with a proven ability to translate business goals into scalable systems. Brings deep cross-industry experience, including automotive, and technology service sectors.

KEY SKILLS

Design & Creative Leadership	Digital Marketing & Technology	Analytics & Collaboration
- Digital Design (Adobe, Figma, WordPress) - UX/UI Optimization & Conversion Design - Creative Direction & Brand Identity - Video Production & Motion Graphics	- HubSpot CRM, WordPress, HTML/CSS - Campaign Asset Development (web, social, email) - SEO, SEM, & Web Optimization - AI-Assisted Design & Workflow Automation	- Data-Driven Creative Strategy - Cross-Functional Team Leadership - Reporting & ROI Optimization - B2B Marketing Automotive Technology Services

EXPERIENCE

Helion Technologies | *HubSpot & Website Administrator* | Automotive IT & Cybersecurity
December 2025 – August 2026 | Remote in Florida

- Redesigned heliontechnologies.com for better flow, user functionality, lead capture, improved SEO, form fills, and increased organic traffic by over 100%.
- Managed, and maintained HubSpot CRM database of over 23k nationwide dealerships.
- Implemented and streamlined AI-assisted data population, workflows, sequences targeting company and contact leads.
- Helped team produce 2x the sales qualified leads during the first half of 2026 vs entire 2025.

Model 1 Commercial Vehicles | *Product Information Specialist* | Commercial Automotive
February 2022 – March 2025 | Remote in Florida & Indianapolis, IN

- Directed digital creative and marketing design for the nation's largest commercial vehicle distributor, blending technical accuracy with brand storytelling.
- Designed and optimized website and campaign visuals, resulting in a 30% increase in qualified leads and higher engagement across digital channels.
- Partnered with sales and marketing to implement HubSpot campaigns, automate workflows, and design lead nurturing assets that boosted conversion rates.
- Led production of video, social, and digital content to modernize the company's brand presence across 20+ product lines.
- Supervised creative vendors/freelancers to ensure branding and campaign deliverables.

Proportion-Air Inc. | *Marketing Specialist* | Industrial Automation Devices
April 2020 – February 2022 | McCordsville, IN

- Designed and executed cross-channel creative assets (web, email, video, social) that increased engagement and positioned the brand as a leader in pneumatic automation.
- Collaborated with engineers and product teams to translate complex technology into accessible visual storytelling for B2B audiences.
- Managed company website updates and optimized content structure to improve SEO and technical performance.

Auralex Acoustics | *Web Manager & Marketing Coordinator* | Music & Electronics
August 2014 – June 2019 | Indianapolis, IN

- Managed all digital design and marketing assets for a global brand in professional acoustics.
- Led UI/UX design, WordPress maintenance, and content creation for campaigns, trade shows, and artist collaborations.
- Strengthened e-commerce performance through optimized layout, UX improvements, and brand-aligned visuals.

Indy Midsommer Festival | *Director of Communications* | Cultural Organization & Event
April 2016 – August 2018 | Indianapolis, IN

- Directed communications for a cultural festival attracting thousands of attendees annually.

- Handled media relations & advertising, increasing awareness, attendance & sponsorships.
- Engaged sponsors, city leaders, & community organizations to elevate & promote the event.
- Shot & edited live performance content to create promotional videos to showcase the event.

SELECTED CREATIVE HIGHLIGHTS

- Led digital campaign rebrand for Model 1, integrating new brand identity across website, digital ads, and trade show collateral.
- Designed modular landing page templates in Figma for automated campaigns—reducing design turnaround time by 40%.
- Produced short-form promotional videos and animations for social and web platforms, increasing engagement and dwell time.
- Developed multiple scalable email systems in HubSpot, improving consistency, customer touch-points, and deliverability across 10+ campaigns.

EDUCATION

Bachelor of Science in Digital Media/Informatics

Indiana University Indianapolis – Luddy School of Informatics, Computing & Engineering

- Minor in Music Technology
- Certificate in Applied Computer Science
- Recipient of Tyler R. Stull Memorial Scholarship for Digital Media
- GPA: 3.45 | Dean's List

NOTABLE ACCOMPLISHMENTS

Certifications:

- HubSpot Academy: Digital Marketing
- Figma, Sketch & Miro for UX Design Professional Certificate (In Progress)
- Code School Indy - Responsive Web Design Certificate: HTML | CSS | JavaScript
- Google Analytics
- Canva Design School