

Bobby Brown

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EDUCATION

Washington State University | College of Arts and Sciences

Pullman, WA

Bachelors in Design Technology and Culture | Minor in Sociology

May 2022

- Focus in Graphic and Web Design

WORK EXPERIENCE

The Kiln Taproom

Yakima, WA

Lead Bartender and IT Manager

March 2021 – May 2023

- Facilitated high volume sales whilst interacting with over 300 different customers daily.
- Handled FOH management tasks, such as inventory, product orders, and business relations.
- Worked with local distributors, breweries, and wineries to curate dynamic tap lists aligned with consumer interest.
- Integrated 'Square' POS system into existing and previously unused LAN for remote printing to kitchen printer.
- Closely assisted with website redesign and branding guide, routinely updated digital assets to reflect up to date information regarding the food menu, beer menu, events, etc.
- Designed custom buzzer templates to maintain brand consistency while updating equipment and POS systems to streamline food ordering and overall fulfillment process.
- Redesigned drinks menu which displays 20 roasting beers and garners ~1,000 daily views to coincide with brand consistency.

Yakima Valley Hops

Yakima, WA

Content Production and Marketing Intern

June 2020 – August 2020

- Designed vector-based graphics for usage on social media of an audience of ~35,000 on Instagram and ~30,000 on Facebook.
- Photographed hop fields using a Sony DSLR and a variety of lenses and edited in Lightroom for usage on social media.
- Collaborated on the production and editing in Premiere Pro of over five videos ranging from three to five minutes to generate brand and product awareness for Yakima Valley Hops and global industry leader and parent company, John I. Haas.
- Provided insight into new website redesign and launch, which receives over 50,000 monthly visitors.
- Wrote blog posts optimized for SEO that included interviewing individuals about their experiences using products from Yakima Valley Hops, resulting in over 400 organic pageviews.

CLS Farms

Yakima, WA

General Assistant / Brand Ambassador

June 2018 – Present

- Attended three Craft Brewers Conferences to provide technical support for educational seminars garnering attendance of over 100 brewers and organize promotional events.
- Assisted with multiple field clean-up operations after harvest, as well as the reconstruction and modernizing of Badgley Ranches located in Parker Heights, upon CLS acquisition.
- Facilitated the sale and distribution of fresh hops during peak harvest season, worked closely with regional brewers.

SPECIAL PROJECTS | & more available on Digital Portfolio

El Dorado® Hop Advertisement

CLS Farms

- Shot footage on a GoPro, Canon T6, and DJI Mavic 2 for an El Dorado® hop video to increase brand awareness and educate hop brewers, dealers, and farmers about the usage of the hop.

Sprucefest Brew Video

Yakima Valley Hops

- Edited pre-existing footage from a brewing event in Premiere for Yakima Valley Hops social media pages, to generate user engagement; video has generated over 1,200 views on Instagram, and 4,500 views on Facebook.

Fresh Hop 2020 Promotional Video

Yakima Valley Hops

- Edited pre-existing footage from the previous years' Fresh Hop Party event in a non-linear fashion, using Premiere, to advertise the 2020 brew pickup event. Video has generated over 700 views on Instagram and 3,500 views on Facebook.

SKILLS & INTERESTS

Software: Windows and Mac OS, Adobe Creative Suite (Illustrator, Photoshop, Lightroom, Premiere), Microsoft Office Suite, Website Creators (Wix, Shopify, Wordpress), CSS, C++, Python

Expertise: Graphic and Web Design, Troubleshooting, Customer Support and Service, Teamwork, Multitasking, Dynamic Work Environments