

CHASE DYESS, MBA

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SUMMARY

Chase Dyess, MBA, is a Louisiana-based designer, illustrator, and marketing specialist. His blend of traditional and cutting-edge techniques creates fiery brands that drive goals and visual storytelling. His expertise includes graphic design, illustrations, art direction, brand development, marketing, UI/UX, and AI Strategy.

WORK HISTORY

Louisiana State University of Alexandria

Marketing Coordinator & Graphic Designer, 02/2021 – Present, Alexandria, LA

- Developed and implemented graphic design and marketing strategies with measurable goals, targeted campaigns, and strategic actions that contributed to a 24% increase in enrollment from Fall 2022 to Fall 2023. As a result, LSUA accomplished its ambitious goal of enrolling 5,000 undergraduate students by 2025, two years ahead of schedule.
- Devised, executed, and published comprehensive brand identity guidelines and marketing communication protocols, including logo usage, typography, color palettes, and other brand elements, establishing a foundation for consistent and aligned marketing materials across the university. Following the implementation of these guidelines and a streamlined approval process, the dedicated portal received 5,735 page views and 119 Brand Guideline downloads and facilitated 937 approvals for branded materials, demonstrably strengthening brand integrity and governance within the organization.
- Conceptualized and produced visually compelling and technically sound graphic design that elevated brand identity and bolstered communication goals. These efforts resulted in an enriched and engaging brand experience across key social platforms: over a year, Facebook Page reach increased by over 165%, median engagement rose by approximately 74%, and Instagram's reach saw a nearly 80% increase.
- Designed, produced, and disseminated high-impact artwork across various media collateral, advertisements, and deliverables. Through strategic collaboration with media partners and vendors, achieved a 33% increase in click-through rate despite a decrease in impressions, demonstrating the increased effectiveness and reach of the marketing campaigns.
- Orchestrated strategic planning and implementation of website content updates, significantly enhancing user experience and furthering communication objectives. This approach fueled a 26% growth in new users, a 13.3% increase in total page views, and a 4% reduction in bounce rate.
- Managed and evaluated traditional and digital marketing strategies through data-driven reporting and performance analysis, notably increasing lead generation from paid digital advertisements by 180%.

Kinetix Solutions

Art Director, 08/2017 – 02/2021, Alexandria, LA

Graphic Designer, 06/2014 – 08/2017, Alexandria, LA

- Provided Art direction and implemented design, illustrations, and brand strategy for print and digital environments.
- Led graphic design projects through research, concept, and completion using internal and external resources while maintaining brand guidelines, project deadlines, attention to detail, and client specifications.
- Organized tasks, job infrastructure, and graphic design tasks within a specific budget and scheduling requirements. Assisted with outbound sales, new business development, and proposal/RFP development with management and support staff.
- Designed and collaborated with developers to implement responsive web/mobile on platforms such as WordPress, Drupal, Squarespace, and Wix.

EDUCATION

Master of Business Administration (MBA)

Concentration in Marketing, Louisiana State University of Shreveport, 08/2021 – 05/2023

Bachelor of Arts in Graphic Design

Louisiana College, 08/2011 – 05/2015

SKILLS

Technical Skills: Adobe Creative Suite, Photoshop, Illustrator, InDesign, Lightroom, Affinity Designer, Canva, ChatGPT, Midjourney, HTML5/CSS3, Squarespace, WordPress, Wix, Sitefinity

Industry Knowledge: Graphic Design, Illustration, Brand Development, Typography, UI/UX Design, Marketing Strategy, Advertising, AI Strategy, AI Prompt Engineering

INVOLVEMENT

Public Relations Association of Louisiana

Member, 03/2021 – Present

YPG of Central Louisiana

Board Member & Designer, 01/2016 – 12/2018

HONORS & AWARDS

Lantern Award of Excellence (T1: Long Term Marketing):

LSUA "Your Future Without Limits" Marketing Campaign

Southern Public Relations Federation, 09/2023

Award of Merit (T2: Short Term Marketing):

LSUA "Your Future Without Limits" Marketing Campaign

Public Relations Association of Louisiana, 03/2023

Best Business Logo: Rapides Parish Coliseum

Central Louisiana Regional Chamber of Commerce

Business Awards, 06/2017

Best Tourism Campaign: Eat Here Cenla

Festival of the Year: Alex Winter Fête

Louisiana Travel Association Louey Awards, 01/2017

Lantern Award of Excellence: Eat Here Cenla

Southern Public Relations Federation, 01/2016