

DAVID APPELBAUM

GRAPHIC DESIGN • MOTION GRAPHICS • ANIMATION • VIDEO • PHOTOGRAPHY • PACKAGING • WEB

ABOUT ME

Hey there! I'm David, a creative professional with a passion for digital and time-based media. I like to approach every project by first asking:

"Where's the story?"

I believe uncovering the narrative is the key to compelling connections between a project and its customer, client, or other intended audience.

Reach out if you'd like to chat or learn more about me!

THINGS I ENJOY



RIDICULOUS AWARDS



2X S&T INC.
FANTASY
FOOTBALL
CHAMPION



3X S&T INC.
CHILI COOKOFF
WINNER

WORK

FOR MY FULL PORTFOLIO, PLEASE CHECK OUT [APPELBOMB.COM](https://appelbomb.com)

- TODAY** **SCHROEDER & TREMAYNE, INC.** Digital Media Specialist
The Ecommerce team at S&T was newly formed upon my arrival with the company. I began by creating web assets for Amazon detail pages, but I have since moved into a role where I manage the branding and content for 2 in-house brands (S&T INC. and Viking Car Care). I also maintain the company websites in the Shopify platform, engage in social media initiatives on Meta and TikTok, and track metrics on ads and email blasts.
- 2018**
- 2017** **VROBI SPORTS** Graphic Artist
Upon the closure of the St. Louis Boombah office, my supervisor started his own sporting goods company. He asked me to assist him with uniform artwork and social media content as he began to get his business off the ground.
- 2016** **BOOMBAH** Graphic Artist
As part of the Product Development team, I had the pleasure of working in footwear, apparel, equipment, and bag categories. Product concepts, photography, motion graphics, and video are among the content I produced during my time there. A small but tight knit group, the decision was sadly made to close the St. Louis branch in late 2017.
- 2014** **COLDWELL BANKER GUNDAKER** Marketing Coordinator
My primary duties were to support the realtors of my office with marketing materials such as postcards, brochures, and flyers. I also spent time assisting realtors with newer marketing strategies such as social media, email campaigns, and website design.
- 2013** **CUSTOMER DIRECT** Marketing & Design Manager
I refreshed the company branding, then supplied marketing materials to the sales team. Additionally, I revamped the company website and helped HR with recruitment media.
- 2012** **RAWLINGS SPORTING GOODS** Graphics Intern
Learning the ins and outs of the professional design world through the lens of such an iconic brand was an amazing way to begin my career. I worked on ads, equipment artwork, basic clipping requests, and just about anything I could get my hands on.

EDUCATION

MARYVILLE UNIVERSITY IN ST. LOUIS

Bachelor of Arts in Graphic Design • Minor in English • Class of 2012

PROFICIENCIES

CREATIVE Illustrator • Photoshop • After Effects • Premiere • Dimension • Blender

OFFICE Word • Outlook • Excel • Powerpoint • Teams **WEB** WIX and Shopify experience

AI ImageGen prompt experience with Nano Banana, Google Gemini, and Adobe Firefly

SOCIAL Familiar with YouTube, Meta, LinkedIn, and TikTok platforms and best practices

MUSIC Logic Pro X • Garage Band • Audacity **OS** Prefer Mac but comfortable with PC



dsappelbaum@gmail.com



314.580.4621



/in/dsappelbaum/



appelbomb.com

