

Adam Barirde

A highly creative and results-oriented marketing professional with 10+ years of experience in graphic design, branding, and digital marketing. Proven success in scaling an e-commerce brand to over \$1M in annual revenue through strategic social media and digital campaigns, followed by a transition to leading advertising initiatives and high-converting content creation for B2B.

My unique blend of design expertise and marketing acumen allows me to leverage visuals strategically, maximizing campaign impact and achieving exceptional results. I excel in collaborative environments and consistently seek opportunities for professional growth.

EXPERIENCE

Lead Designer

BLD Marketing
Pittsburgh, PA

2024 - Present

I plan and execute strategic designs for landing pages, websites, publications, and online ads, ensuring cohesive campaigns and impactful visuals. I collaborate with cross-functional teams to develop creative solutions that enhance engagement and drive results.

Founder / Head of Marketing

Apex Fitness Co.
Pittsburgh, PA

2017 - 2024

I started my own ecommerce business in the fitness apparel industry. I was responsible for all of the social media marketing, the ad creation, as well as apparel design for the store. I grew the brand to ~\$300k/ mo and generated 7 figures in revenue. Apex was acquired in 2021 and I was brought on as brand manager.

Sr. Graphic Designer

Techmatte, Inc.
Pittsburgh, PA

2016 - 2018

Techmatte does all of its business through Amazon which is a highly competitive ecommerce platform. My job was to create eye-catching product images that made us stand out from our competition. I used 3D modeling software as well as the adobe suite to produce visually compelling graphics.

Communications Coordinator

Superior Tire and Rubber
Warren, PA

2015 - 2016

My responsibilities included, but were not limited to, strategically creating & scheduling ads in key publications to ensure their products were put in front of their target market.

Graphic Designer / Marketing Consultant

MCA Graphic Solutions
Jamestown, NY

2014 - 2015

I created everything from brand identities and package design to print media and websites. I learned how to implement great design to yield a measurable ROI for my clients.

EDUCATION

Graphic Design & Business Management

Bradford School of Pittsburgh
Pittsburgh, PA

Design & Color, Typography I & II, Introduction to Production, Comprehensive Illustration, Design & Presentation, Advertising, Marketing, Electronic Drawing I & II, Desktop Publishing, Web Development with HTML, Web Design for Graphic Designers, Electronic Layout & Design, Business Communications I & II, Essentials for Management, Professional Development, Business Law, and more.

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Portfolio
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SOFTWARE & TOOLS

Adobe Illustrator
Adobe XD
Adobe Indesign
Adobe Photoshop
Adobe After Effects
Adobe Premier Pro
Figma
Blender 3D

Klaviyo
Mail Chimp
Google Analytics
Triple Whale
Wix
Shopify
WooCommerce
Wordpress

Meta Ads Manager
Tiktok Ads
Snapchat Ads
Google Ads

Microsoft Teams
Slack
Monday
Trello
Asana