

TODD RATUSZNY

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BRAND & CREATIVE MARKETING LEADER

Brand Strategy • Content Strategy • Creative Direction • Brand Development • Marketing Communications
Integrated Campaigns • Sales Enablement • Ecommerce • Team Leadership • Marketing Operations

PROFESSIONAL EXPERIENCE

SUMMIT POINT ROOFING | Grand Rapids, MI | 2024–2026

Creative Marketing Lead / Marketing Manager

- Led marketing, brand, and creative strategy for a **\$30M organization** spanning **four divisions, three locations, and 10+ residential and commercial service lines**.
 - **Directed integrated brand and marketing initiatives** across digital, print, customer communications, sales enablement, and educational content supporting residential, commercial, and multi-family divisions.
 - Owned website strategy and SEO content development, producing **50+ SEO-optimized** service, landing, blog, and location pages that **expanded service and geographic search coverage** while strengthening organic visibility.
 - Developed commercial and residential sales enablement systems—including pitchbooks, proposals, referral programs, brochures, and partnership materials—that equipped sales teams with consistent, customer-facing tools that improved sales readiness and brand consistency.
 - Directed **three external marketing agencies** and **40+ vendors**, improving marketing operations, website performance, and lead generation initiatives across multiple business lines.
 - Established brand governance, communication standards, and implementation processes that strengthened brand consistency across four divisions.
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SMARTSITES | Remote | 2022–2024

Senior Marketing Manager

- Managed a portfolio of **30 client accounts**, serving as the primary liaison between business stakeholders and cross-functional teams delivering website, SEO, and digital marketing initiatives.
- Managed website redesign, development, SEO, and digital marketing projects from discovery through launch, translating business objectives into actionable strategies and project plans.
- Presented strategic recommendations, website strategies, SEO initiatives, and digital marketing opportunities to business owners and executive leadership.

ACCELERATE360 | Remote | 2020–2022

Digital Media Designer / Marketing Manager

- Served as the primary creative resource for the **LifeToGo ecommerce division**, leading creative execution across integrated marketing campaigns, ecommerce merchandising, product launches, and brand marketing with minimal creative oversight.
 - Supported the launch and marketing of **47 consumer brands** spanning beauty, fashion, wellness, fitness, technology, food, and lifestyle products sold through the LifeToGo ecommerce platform.
 - Designed **LifeToGo-branded products, packaging, and marketing assets** while developing ecommerce merchandising, promotional campaigns, digital advertising, and marketplace creative for partner brands featured within the online store.
 - Managed product onboarding and merchandising using Shopify and TrueCommerce, preparing product imagery, feature graphics, product content, variants, vendor assets, and launch QA.
 - Developed integrated marketing assets across Amazon, ecommerce experiences, email marketing, display advertising, motion graphics, social media, video, and promotional campaigns that supported product launches and online sales.
 - Created marketing assets for nationally recognized publications and media properties including **Us Weekly, Men's Journal, Life & Style, In Touch Weekly, Closer**, and **The Miami Herald**.
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STONE FOX VENTURES | Grand Rapids, MI | 2012–2020

Art Director / Marketing Manager

- Led branding, ecommerce, product marketing, acquisition integration, and digital marketing across a portfolio of **eight companies**, reporting directly to the president.
 - Built **two flagship corporate brands**, created **multiple product brands**, and led the rebranding of **three established organizations**—including a **75-year-old company**—overseeing naming, positioning, messaging, visual identity systems, and go-to-market execution.
 - Managed a team of **five designers, four developers**, freelancers, agencies, printers, photographers, and international vendors while directing marketing integration for **three acquired companies**.
 - Launched and drove four ecommerce platforms supporting more than **\$3 million** in annual ecommerce revenue and marketing programs supporting approximately **10,000 SKUs** across multiple brands.
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DESIGN DESIGN, INC. | Grand Rapids, MI | 2008–2012 Graphic Designer

EDUCATION: B.F.A., Graphic Design | Kendall College of Art and Design