



hello, my name is

Seth Rollins

design · production · marketing

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Education

**Master of Science
Video Game Production**
(coursework completed)

2012 - 2014

Full Sail University
Orlando FL

**Bachelor of Science
Digital Arts & Design**

2009 - 2011

Full Sail University
Orlando FL

Art History & English
*Credits Earned in High School

2008 - 2009

Lewis & Clark
Community College
Godfrey, IL

Skills

Figma
Adobe Creative Suite:
Photoshop
Illustrator
After Effects
InDesign
Premiere Pro
AI Tools
Typography
Social Media
Layout & Design
Branding
Jira / Asana / Slack
Contentstack
HTML / CSS / Java
Web Design
Office Suite
Windows / Mac OS

About Me

Digital production and marketing professional with over 10 years of experience across agency, broadcast, and enterprise environments. Specializes in developing and executing multi-channel campaigns across digital, video, static, and interactive media for global brands and high-volume content ecosystems. Proven ability to bridge creative production and marketing operations by streamlining workflows, managing content systems, and collaborating with cross-functional teams to deliver assets at scale and on deadline. Experienced across agency production, enterprise CMS operations, communications, and broadcast media, with a strong foundation in design, branding, visual storytelling, and consulting.

Experience

Digital Producer

EPSILON | August 2022 - PRESENT

Collaborate with international creative teams to produce and maintain multi-format digital advertising for multi-million-dollar campaigns across major clients including NFL, BMW, MINI USA, Bath & Body Works, UFC, Anthropologie, Drizly, and others.

Optimized production efforts leading Total Wine & More to increase budget spending from less than \$10m annually to over \$40m annually in 2025.

Contentstack Specialist Contract through Epsilon

AUTOZONE | August 2025 - PRESENT

Manage and publish website content updates within ContentStack, including QA and deployment of changes across AutoZone's digital properties.

Communications Specialist

ISDC - ILLINOIS SENATE | August 2021 - August 2022

Collaborated with a small team to design and produce flyers, pamphlets, web graphics, and social media content for the Illinois Senate Democratic Caucus and sitting state senators.

Digital Producer / Graphic Designer

NEWSCHANNEL 20 | July 2014 - August 2021

Collaborated with a production team to create broadcast, digital, print, and social media content for ABC, FOX, CW, and local station campaigns. Producing marketing materials and video advertisements from concept through delivery while maintaining live on-air graphics for news broadcasts and special events.

Graphic Designer Contract

WALT DISNEY CO. | January 2011 - January 2012

Collaborated with The Walt Disney Company to develop branding materials for a subsidiary, including brand guidelines, logo concepts, and website designs.