
DOUG BIXLER

MARKETING & CREATIVE LEADERSHIP

Niskayuna, NY 12309 • 518.466.0790 • dougboxler@icloud.com
dougboxler.com • [linkedin.com/in/douglas-bixler-8b051521/](https://www.linkedin.com/in/douglas-bixler-8b051521/)

EXECUTIVE PROFILE

Marketing and creative leader with 25+ years of experience shaping brands, integrated campaigns, digital and print communications, public engagement, and creative operations. Combines strategic planning with hands-on creative expertise, team leadership, stakeholder management, technology integration, and process improvement. Translates organizational goals into audience-focused communications and scalable systems across complex, multi-location environments.

CORE EXPERTISE

Marketing Strategy & Campaign Development • Brand Strategy & Identity • Creative Direction • Integrated Marketing Communications • Digital & Social Media • Public Relations & Media Outreach • Team Leadership & Mentoring • Project & Program Management • Stakeholder Engagement • Website/CMS Strategy • Technology Integration • Process Improvement • Vendor & Budget Management

SELECTED IMPACT

- Rebranded Schenectady County Public Library, unifying its identity across **nine locations**.
- Co-created and co-managed Electric City Comic Con, the library system's largest event, drawing **15,000+ attendees** over its run.
- Developed and taught Social Media & Marketing Techniques for Libraries at the NYLA Annual Convention and for library systems across New York State.
- Earned **17 Awards of Excellence and two Gold awards** from the National Paper Box Association.

PROFESSIONAL EXPERIENCE

Support Services Manager

Schenectady County Public Library - Schenectady, NY | 01/2024-Present

- Lead system-wide marketing, communications, web, social media, and creative support for programs, services, and community initiatives across nine locations.
- Administer the website and social channels; build media relationships and coordinate press outreach to increase visibility for programs and events.
- Partner with Schenectady County IT to evaluate, purchase, deploy, and administer technology throughout the library system.
- Direct branded outreach materials and promotional products; facilitate educational sessions across New York State on library branding and marketing.

Design & Communications Director

Schenectady County Public Library - Schenectady, NY | 11/2014-12/2023

- Directed brand, marketing, design, communications, and visual strategy for a nine-location library system serving diverse communities.
- Developed location-specific marketing and signage informed by demographics, user behavior, and community needs; implemented new technologies and managed creative resources.
- Created system-wide policies, forms, procedures, and incident-reporting workflows to improve consistency, staff safety, and operations.

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PROFESSIONAL EXPERIENCE / CONTINUED

Art Director

Graphitek - Hoosick Falls, NY | 04/2014-11/2014

- Led creative production for signage and vehicle wraps, mentored designers, and maintained client brand and color standards.
- Managed multiple stakeholder-driven projects under tight deadlines, from artwork preparation through production readiness.

Director of Design & Layout

LinguaLinx - Cohoes, NY | 05/2012-10/2013

- Directed and mentored a design team delivering complex multilingual and localized communications.
- Managed departmental budgets, agency relationships, schedules, scope, and quality across a portfolio of client projects.
- Improved workflows to increase productivity, control costs, and support revenue growth.

Graphic Designer / Flash Web Designer

Car-Freshner Corporation - Watertown, NY | 04/2005-05/2012

Interim Art Director | 09/2009-04/2010

- Created advertising, packaging, point-of-purchase displays, catalogs, trade-show graphics, and web animation for the Little Trees brand.
- Partnered with senior marketing leadership on creative briefs, brand execution, project priorities, and deadlines; assigned projects and managed team workflow as Interim Art Director.
- Developed character-based "Fun Trees" used as Little Trees mascots for public appearances and conventions.

EARLIER CAREER

Senior Graphic Artist

Climax Manufacturing Company - Lowville, NY | 09/2001-04/2005

Packaging design, color management, proofing systems, workflow improvement, and deadline-intensive production.

Digital Graphic Artist

Color-Tech Photo Labs - Buffalo, NY | 06/1999-09/2001

Digital retouching, compositing, advertising, POP graphics, color correction, and production asset management.

TOOLS & CAPABILITIES

Creative & Digital: Adobe Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro, After Effects; Final Cut Pro, iMovie; WordPress, SilverStripe CMS; digital photography, video production, and web design.

Business & Collaboration: Microsoft 365, ChatGPT, Claude, project and program management, cross-functional collaboration, stakeholder management, copywriting, and public communications.

Production & Brand Execution: Wide-format, flexographic and offset printing, packaging, environmental graphics, color management, branded merchandise, and vendor coordination.

EDUCATION

Associate in Specialized Technology, Visual Communications

The Art Institute of Pittsburgh - Pittsburgh, PA | 03/1997

Emphasis: Graphic Design, Animation, Cartooning, Corporate Identity, Promotional Design, Packaging Graphics, and Typography.