Sebastian Ballester

MULTIMEDIA SPECIALIST · ART DIRECTOR · CREATIVE DESIGNER

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01 / COVER LETTER

Dear Hiring Manager,

I am a multimedia specialist and art director with more than 15 years of experience creating digital experiences, brand identities, marketing campaigns, photography, video, and print design. My career centers on bringing creative ideas to life across platforms—from concept to final publication—while balancing visual quality with practical business goals.

At Golf Locker, I worked across every aspect of the company's creative output. I redesigned the company website, helped develop two customer-facing services, led its growth in all social media audiences from a few hundred followers to over 200,000. I also wrote, filmed, edited, and published national television commercials for My Golf Locker and created print designs featured in publications including Sports Illustrated, Entrepreneur, Forbes, and Golf Magazine. All of this alongside my regular daily duties of website maintenance, email marketing, social media content, product photography department oversight, and administrative duties.

My experience extends beyond traditional design. I bring hands-on skills in front-end HTML, video production, photography, photo editing, social media strategy, email marketing, product development, and e-commerce management. I enjoy connecting these disciplines to create cohesive brand experiences, solve problems, and produce work that is both visually compelling and effective.

I currently work with the University of Michigan's Environment, Health & Safety team as a Creative Multimedia Specialist, creating web and print materials, photography, and training content, with an emphasis on accessibility.

Returning home to Michigan

I left Golf Locker and Florida to return home to Michigan. My current position at the University of Michigan is temporary, and I'm looking forward to a long-term opportunity where I can contribute my creative range, technical expertise, and experience building brands across digital and traditional media. I'm excited to bring that combination to a team that values thoughtful design, collaboration, and meaningful results.

Thank you for your time and consideration. I welcome the opportunity to discuss how my experience and creative approach could contribute to your organization.

Sincerely,
Sebastian Ballester

PROFESSIONAL PROFILE

Creative thinking. Cross-platform execution.

Multidisciplinary creative combining art direction, digital production, and visual storytelling to build cohesive brand experiences.

02 / CAREER HIGHLIGHTS

200K+ SOCIAL FOLLOWERS	Helped grow Golf Locker's combined social following from a few hundred to 200,000+.
MULTIPLE SERVICES LAUNCHED	Contributed to development of MyGolfLocker.com and GolfLockerCustom.com products.
NATIONAL TV ADVERTISING	Wrote, filmed, edited, and published MyGolfLocker commercials that were broadcast on NBC, ESPN and CBS.
FEATURED PRINT DESIGN	Designs featured in Sports Illustrated, Entrepreneur, Forbes, Golf Magazine, and other publications.

03 / EXPERIENCE

University of Michigan

Creative Multimedia Specialist | 2026–Present · Ann Arbor, MI

- Create digital and print communications, event and portrait photography, and training content.
- Apply accessibility principles to visual communications and web content.

Golf Locker, Inc.

Multimedia Specialist / Art Director | 2011–2026 · Tampa, FL

- Graphic Design (Print and Web), Website Maintenance/Administration, Photography, Videography, Art Direction
- Wrote, filmed, edited, and published national TV commercials; directed product photography and photo editing.
- Managed social and email content, helping grow combined social audience beyond 200,000 followers.
- Contributed to the development and growth of successful supplemental projects MyGolfLocker.com and GolfLockerCustom.com.

Henry Dean

Multimedia Specialist / Art Director | 2021–2026 · Tampa, FL

- Created product and textile graphics, web pages, digital brand assets, video, photography, and social content.

Bizarro Designs

Multimedia Specialist / Co-Founder | 2019–Present · Independent

- Designed original products and merchandise; maintained Shopify storefront and created product photography, video, and marketing assets.
- Managed social content, inventory, product listings, and promotional web content alongside full-time employment.

04 / CREATIVE & TECHNICAL SKILLS

DESIGN & ART DIRECTION
Web and print design, branding, visual identity, textile and product design, creative direction
PHOTOGRAPHY & VIDEO
Event, portrait and product photography; video production/editing; photo retouching; commercial production
DIGITAL & E-COMMERCE
Front-end HTML, website redesign and maintenance, Shopify, product and inventory management
MARKETING & COMMUNICATION
Social media strategy, email marketing, campaign content, accessibility, training materials

05 / EDUCATION

University of Tampa
Bachelor of Fine Art (BFA), Digital Media | 2011

06 / ONLINE PORTFOLIOS

Portfolio https://seba-balle.com
LinkedIn https://www.linkedin.com/in/sebaballe
Instagram https://www.instagram.com/sebaballe