

Louie Mensinger

Professional Crocheter / Motion Graphics Animator
Graphic Designer / Web Designer / All around creative guy

Portfolio: www.louiemensinger.com



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About

I started crocheting in high school, and over the years it has led me to different business ventures, creative projects, and a career in mixed media—motion graphics and video, as well as branding and design work with and for some of the biggest names in business today.

Education

B.S. Anthropology (2015)
San Francisco State University

Skills



Experience

Creative Manager | Topcoder 2016 - Present

What began as a contract role in marketing quickly grew into a full-time creative management position including graphic design, motion graphics animation, video editing, publication design, voiceover work, and creative consultation.

Duties include:

- Editing scripts and creating both animated and live action videos
- Creating branded graphics
- Regularly providing voiceover work for videos
- Creating unique icons and graphics for newsletters and company visuals
- Overseeing creative projects on both the customer and community side of the B2B business

Founder and Creator | Club Crochet 2016 - Present

After completing a successful Kickstarter campaign to produce a how-to-crochet book and video series, I used the momentum and funds to launch a separate business called Club Crochet. The subscription service has since gained over 8k members and provides daily how-to resources for new and experienced crocheters.

Duties include:

- Designing and implementing a community-based subscription website
- Managing a team of moderators and admins for community upkeep
- Growing and maintaining a user base of thousands
- Managing daily online sales
- Creating hundreds of tutorial-based videos and webpages
- Active email marketing strategy and automation

Professional Crocheter | Louie's Loops 2008 - Present

Started in high school as an outlet for sharing my crocheted creations, Louie's Loops quickly flourished as a business. Today, I sell one-of-a-kind and custom pieces I've made as well as provide tutorials and information for people learning to crochet.

Duties include:

- Designing and creating all photos, graphics, logos, websites, and eBooks
- Advertising and social media management
- Managing sales and building a substantial base of over 25k users
- Shooting and producing over 300 original videos

References available upon request.