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PROFESSIONAL SUMMARY

Thoughtful, detail-oriented collaborator with broad experience in graphic design and marketing producing multimedia, video production, photography, web development, digital and print design, social media marketing and file and process management.

CORE COMPETENCIES

PROBLEM-SOLVING

Analytical, Logical, Observant, Process-Oriented Approach, Mechanically Inclined

MANAGEMENT

Office and Project Manager, Supervisor, Vendor and Customer Relations, Mentor, Meets Deadlines

COMMUNICATION

Collaborative, Team Experience, Listening, Flexibility, Time Management

MARKETING

Hubspot Inbound Marketing Certified, SEO, Google Analytics, Salesforce, Vertical Response, Constant Contact

PHOTOGRAPHY

Product, Portraits, Classroom, Architectural, Events, Weddings

VIDEO PRODUCTION

Program Videos, Social Media Videos, Music Videos, Wedding Videos, Interviews, Documentary

AUDIO PRODUCTION

Musician: Guitar, Bass, Keyboard, Drums, Songwriter, Recording Engineer, Producer

PRINT & DIGITAL DESIGN

Layout, Illustration, Pre-press, Ads, Brochures, Catalogs, Flyers, Web Banners, Corporate ID, Logos

PRINTING

Operated Digital Press (Konica Minolta BizHub 700), Variable Data Printing, Mailing (Accuzip)

WEB DEVELOPMENT

HTML, CSS, Familiar with JavaScript, Android App Development, WordPress, Wix, Squarespace

SOCIAL MEDIA AND DIGITAL MARKETING

Facebook, Instagram, YouTube, Vimeo, TikTok

SOFTWARE PROFICIENCY

Adobe: Photoshop, InDesign, Illustrator, Premiere, After Effects, Audition, Dreamweaver, Animate
Microsoft: Word, Publisher, PowerPoint, Excel, Access, SQL Server, Microsoft Project, Visio
Various: Salesforce, FileMaker Pro, QuickBooks, Accuzip Mailing Software, Canva

WORK HISTORY

The Goodies Factory - Graphic Designer

Holland, MI | 2018–Current

Responsibilities include: Graphic Design, Web Development, Video Production, Product Photography, Email Marketing, Digital Marketing, Social Media Marketing, Leads Reporting, App Design, Vendor Relations.

Davenport University - Graphic Designer

Caledonia, MI | 2011–2018

Responsibilities included: Graphic Design, Print Production, Digital Marketing, Email Marketing, Social Media Marketing, Multimedia Presentations, Web Development, Photography, Video Production, Audio Production, Database Management, Salesforce Development, UI/UX Design, HubSpot Development, Project Management, Process Management, Strategic Planning, Vendor Relations, Partner Communications, Student Mentoring.

Moonlight Graphics - Graphic Designer / Production Manager

Grand Rapids, MI | 2009–2011

Responsibilities included: Graphic Design, Office Management, Production Management, Web Development, Multimedia Development, Signage Design & Production, CRM Management, Accounting System Management, Video Production, Production Coordination, Digital Printing, Variable Data Printing, Presort Mailing, Prepress, Bindery, Vertical Response Email Campaigns, Project Management, File Management, Process Management, Strategic Planning, Vendor Relations, Customer Relations.

Integrated Architecture - Graphic Communications

Grand Rapids, MI | 2002–2009

Responsibilities included: Creation of all Marketing Graphics including: Commercial Website Design, Development and Maintenance, Client Website Design, Development and Maintenance, Corporate ID, Brochures, Ads, Case Studies, Resumes, Signage, Architectural Design Support, Large Format Printing, PowerPoint Presentations, Multimedia Development, Video Production, Proposal Creation, Digital Management including: Marketing Images, Photography, Article Archiving, Project Management, File Management, Database Creation and Management, Creation of Work Processes and How-To Documentation, Software Updates and Management, Employee Computer Updates and Corporate Id Maintenance, Server Backup and Management, Reprographics Department Supervisor, Vendor Relations, Client Relations.

ADDITIONAL RELEVANT EXPERIENCE

JSW Group - Director of New Media

Grand Rapids, MI

Responsibilities included: Web Development, Multimedia Development, Graphic Design, Image Editing, Animation, Presentations, UI/UX Design, Video Production, Project Management, File Management, Maintenance of Computer Systems.

Epoch Resources - Multimedia Specialist

Grand Rapids, MI

Responsibilities included: Ideation, Illustration, Graphic Design, 3-D Modeling, Animation, Multimedia Development, Web Design, UI/UX Design, Video Production, Project Management.

Martin Windsor & Associates - Art Director

Grand Rapids, MI

Responsibilities included: Design, Layout, Illustration, Desktop Publishing, Production Management, Photography Direction, Project Management, Vendor Relations.

EDUCATION

Davenport University

2011–2018

*Web Development, BS
Computer Science, Associate*

Lansing Community College

1981–1990

*Commercial Art & Design, Associate
Industrial Drafting*