

# EXPERIENCE

# VISUAL DESIGNER

#### Eagle Beverage Products— Apr 2017-May 2020

I was hired to serve the photography, graphic design & marketing needs for the 5 in-house brands manufactured; as well as provide graphic support for private label clients. A department of one, I took product & food photography, created branding guides for all brands, designed labels & packaging mock-ups for products, created & updated websites, created MailChimp newsletter templates, made marketing collateral for sales & trade shows.

**RESPONSIBILITIES:** Graphic Design, Marketing & Advertising Design, Packaging Design, Web Design & Maintenance, Email Newsletter Campaigns, Social Media Posts, Photography, Branding

# WEB DESIGN SPECIALIST I

#### Apex Systems at CDK global— Jul 2016-Mar 2017

I was contracted to migrated content from over 100 Cadillac and Chevrolet dealership websites to CDK Global's new content management platforms. I designed, optimized, and recreated pages for new responsive platform with mobile in mind. I also was selected to do some device testing for default Cadillac pages, QA-ed websites, reported bugs, and created content while updating GM dealership websites.

**RESPONSIBILITIES:** Web Design, Graphic Design, Content Placement, Web site testing, Quality Assurance

# MULTI-MEDIA PRODUCER 3

#### Datasphere Technologies— Mar 2012-Jul 2017

Originally hired, as an ad creation coordinator, to create web profiles and banner ads for small businesses on our local media partners' websites. 4 promotions later, I was then responsible for designing for compliance customers, contributed over 100 banners to the banner ad template library, and in August 2013 I became responsible for the advertising on our affiliate site Landwatch.com & training.

**RESPONSIBILITIES:** Graphic Design, Client Research, Copy-writing, Maintaining Inventory, Content Placement, Compliance Standards, Editing HTML, Training **EDUCATION** 

## ROCHESTER INSTITUTE OF TECHNOLOGY

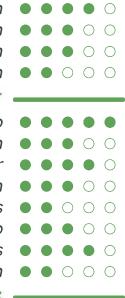
2009 BFA Professional Photographic Illustration



**RATING** OK–SUPERB

#### DESIGN AREAS

Identity Design Marketing Design Packaging Design Publication Design UI/UX Design Illustration



### APP MASTERY

Adobe Photoshop Adobe InDesign Adobe Illustrator Lightroom Aftereffects

- MailChimp
- Wordpress

### Sketch •

#### TECHNICAL SKILLS -

Photography	$\bullet \bullet \bullet \bullet \bullet$
Photo Editing	$\bullet \bullet \bullet \bullet \bullet$
Typography	$\bullet \bullet \bullet \bullet \circ$
Copy Writing	$\bullet \bullet \bullet \circ \circ$
HTML5/CSS3	$\bullet \bullet \bullet \circ \circ$
JavaScript	$\bullet \bullet \circ \circ \circ$
INTERPERSONAL	
Self-Direction	$\bullet \bullet \bullet \bullet \bigcirc$
Multi-Tasking	$\bullet \bullet \bullet \circ \circ$
Adaptability	$\bullet \bullet \bullet \bullet \bigcirc$
Collaboration	$\bullet \bullet \bullet \circ \circ$

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References available upon request