



About Me

Graphic design is my passion. With 13 years experience in print and digital media, I have an eye for detail. Because I take great pride in my work, I hold myself and my work to a very high standard. I deliver my best work on time, every time.

Professional Experience

Creative Director – SkyRocket Group

Oct. 2017 – Present

Graphic Designer – SkyRocket Group

Sept. 2014 – Oct. 2017

I am responsible for developing the overall creative strategy, user experience, and branding for SkyRocket and SkyRocket's considerable client base.

Additional responsibilities include:

- Development of all print and digital creatives including, but not limited to, ebooks, product catalogs, sales literature, mailers, banner ads, social ads, emails, tradeshow booths, and landing pages.
- Website design and development, including maintenance, and troubleshooting.
- Under my creative direction, the SkyRocket site experiences a 300% increase in web leads generated.

Web & Graphic Designer – John V. Schultz

Apr. 2007 – Jun. 2014

During my time at John V. Schultz Furniture, I was responsible for a website redesign and optimization of the user experience. **This included:**

- Integrating software with the website so customers could browse and purchase online.
- Developed print and digital materials, including newspaper ads, printed ads, in-store signage, and product photography.

Technical Skills

Creative Software

Photoshop, InDesign, Illustrator, Dreamweaver, Notepad++, Lightroom, Premier Pro, Acrobat

Web Technology

HTML, CSS, Wordpress, Bootstrap, Google Analytics, Search Engine Optimization, Reporting, Project/Time Management (Hive), Email Testing (Email on Acid)

Marketing Software/Platforms

Mailchimp, Constant Contact, HubSpot, Campaigner, Eloqua, Pardot, Act-On

Education

Bachelors, Graphic Design

The Art Institute of Pittsburgh (2014)

Associates, Multimedia Graphic Design

Erie Institute of Technology (2007)

Awards

Silver ADDY Award

American Advertising Awards (AAF)

Student - Interactive Media - Website

Bronze ADDY Award

American Advertising Awards (AAF)

Advertising Industry Self-Promo. - Interactive

Please contact me if you have any questions.

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