

snapshot

Highly creative and unique, **hybrid graphic designer** with extensive experience in identity, print, and web design. Proven ability to develop the "big idea" including writing headlines and copy. Exceptional collaborative and interpersonal skills as a team player. Maniacal multi-tasking and production capability even in a self-directed environment. Accustomed to consistently delivering projects on deadline and within budget. Comfortable on both Mac and Windows platforms, though the Mac is my tool of choice. Passionate about a solid day's work, great typography, all things beautiful and fly fishing.

summary

Sulky of America (S) • Gunold USA (G) | Kennesaw, Georgia

Marketing and eCommerce Coordinator | August 2010 to Present

- In-house development of sales collateral, digital and print advertising and project books (S, G)
- Saved Sulky no less than \$6,000 in printing fees the first year (S)
- Retail packaging and POP creation for placement in JoAnn Stores, Hancock Fabric, HSN (S)
- Upgraded embroidery backing sample books to promote increased sales (G)
- Overhauled 36-page product catalog under budget and within an impossible deadline (G)
- Creation of tradeshow visuals, brochures, sales & contest material, banners, signage (S, G)
- Website maintenance including photo prep, hand coding of HTML and CSS (G)
- Coding of HTML emails (S, G)
- Development of facebook graphics and HTML coding for online contests (S, G)
- Event and product photography (S, G)
- Event videography and post production (S, G)
- Technical and freehand illustrations (S, G)

Catalyst Marketing Communications | Kennesaw, Georgia

Sr. Graphic Designer | October 2003 to April 2010

- Lead designer on company's three largest accounts
- Instrumental in growing company's largest client into \$1 million grossing account
- Contributed to development of corporate standard operating procedures for streamlining projects
- Key contributor to project management software development, catapulting company to national industry leader for providing fund raising communications to non-profit organizations
- Managed one junior designer

Marketing Specifics, Inc. | Kennesaw, Georgia

Graphic Designer | September 2002 to October 2003

- Conceptual design of all aspects of residential sales and marketing environments nationwide
- Designed custom furniture, displays, branding, collateral material, signage, and websites
- Contributed to team-based execution from concepts through final project installations
- Awarded "**Best Sales Center Design**", by National Assoc. of Home Builders, Peninsular Virginia, 2003

kudos

"Dave is a shining star with a delightful twinkle in his eye. His ability to listen, absorb and create always impresses. His passion to please and dedication to excel always inspire. Dave's sheer brilliance is that he makes others look brilliant for trusting him – time and time again."

Robert Worley, Founder
The Well, Mktg Communications

skill set

Operating Systems

Macintosh OSX
Windows Vista

Printing/Design

Photoshop CC
Illustrator CC
InDesign CC
QuarkXPress4.0 - 6.0

Web Development

XHTML
CSS
Dreamweaver CC
Flash CC

Business Apps

WordPress
MS Entourage
MS Word
MS Excel
MS PowerPoint
MS Outlook
Adobe Acrobat
Constant Contact
Mail Chimp
HTML Email
Facebook
Dropbox

Video/Audio

Premier CC
iMovie
iShowU
Stomp
brightcove.com
youtube.com

summary [continued]

Catalyst Advertising & Design, Inc. | Kennesaw, Georgia

Graphic Designer | September 1999 to July 2001

- Management of identity, print and web projects from concept to client satisfaction
- Pioneered video production department; directed, shot, post production of 163 minutes of finished video in the first year (self-trained)
- Space planning, design and decor for 1,200 sq.ft. corporate office
- Managed two junior creatives
- Awarded "*Best Pocket Folder*" by Printing Industry Association of Georgia, 2001
- Awarded "*Best Annual Report*" by Printing Industry Association of Georgia, 1999

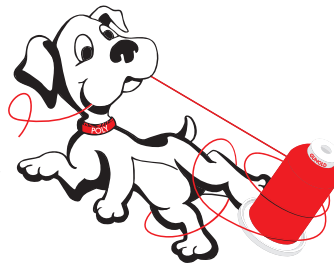
Freelance Graphic Designer | Marietta, Georgia | 1998 to 1999

- Consistently satisfied client needs for creative work including former and future employers

ReUse Technology, Inc. | Kennesaw, Georgia

Manager, Corporate Visual Communications | August 1991 to December 1998

- Developed and executed complete corporate rebranding program
- Space planning, design and decor for 7,500 sq.ft. corporate offices and research laboratory
- Space planning, design and construction oversight for 24,000 sq.ft. manufacturing facility
- Space planning, design and decor for 3,000 sq.ft. administrative field office
- Managed two junior designers
- Performed daily administration of Windows NT network
- Awarded "*Employee of the Year*", 1995



scholastics

Bachelor of Science - Cum Laude, Interior Design
Florida State University, Tallahassee, Florida

Associate of Arts, Engineering Design & Drafting Technology
Florida Junior College, Jacksonville, Florida

Continuing Education Courses, CSS2 - Beginning, Intermediate, Advanced
Kennesaw State University, Kennesaw, Georgia