

MAKING AWESOME

Senior Web / Graphic Designer and Marketing Strategist

TECH SKILLS

Design: Adobe Creative Suite, PowerPoint, Prezi
Prototyping: InVision, OmniGraffle
Email: MailChimp, CampaignMonitor
Analytics: Google Analytics, Moz, MySEOTool
CMS: Admin experience in WordPress, Drupal and EE
Print: Prepress and print production
Code: Basic HTML and CSS
Office: Microsoft Office, iWork, GoogleDocs
Audio: ProTools, GarageBand, Logic

CAREER HISTORY

DEVAULT DESIGN

Freelance web / graphic design and marketing strategy

2013 – PRESENT

SENIOR WEB / GRAPHIC DESIGNER + MARKETING STRATEGIST

Working with a wide variety of corporate and nonprofit clients from strategy through design implementation with a focus on digital.

CULL GROUP

A small graphic design and digital marketing agency

SEPT – NOV 2013

WEB DESIGNER + STRATEGIST

Web design and digital strategy for social media, email marketing, search marketing and online advertising

NUCRAFT FURNITURE

An internationally renowned and award winning furniture designer and manufacturer

MAY – SEPT 2013

GRAPHIC DESIGNER + DIGITAL STRATEGIST

- Digital strategy including social media, email marketing, SEO and advertising
- Graphic design of identity materials and high-level sales proposals

DVQ STUDIO (previously known as DeVault Design from 2005 – 2008)

A forward-thinking brand and communications shop working with nonprofits and socially conscious businesses

2005 – 2012

FOUNDER + WEB / GRAPHIC DESIGNER + STRATEGIST

ACCOMPLISHMENTS:

- **Featured in Inc. Magazine in 2010** for progressive work culture
- **Named as "40 Under 40 Business Leader"** by the Grand Rapids Business Journal in 2011
- **Silver Addy Award** for graphic design and promotion of DVQ Studio (previously DeVault Design) in 2006
- **Worked with 60+ nonprofits and change making organizations** to help them share their stories to further their missions
- **Worked with 50+ businesses** to help them grow their businesses
- **Grew sales by 285%**—started as freelance designer and built business into a boutique studio with staff of four
- **Co-created the Emerging Communications Series** exploring the evolving world of digital marketing for social change
- **Presented at national, statewide and local** conferences on branding and digital marketing

SKILLS:

- Design and art direction for brand identity, packaging, brochures, data visualization, signage/display and more
- Web design and project management—information architecture, content strategy, wire framing and prototyping
- Design of digital marketing materials including email blasts, banner advertising and social media graphics
- Development of marketing plans, campaigns and social media strategies
- Collaboration with designers, developers, copywriters, videographers and photographers
- Concept, art direction and project management for print projects—prepress and print production
- Concept, script writing, art direction and music direction for videos and photography
- Writing, recording and producing podcasts

SINGER/SONGWRITER/GUITARIST + DESIGNER

ACCOMPLISHMENTS:

- **Songs featured in Target and Motorola commercials** as well as in several independent films
- **Toured nationally and internationally**
- **Charted on CMJ (College Music Journal)** for three albums

SKILLS:

- Concept and design of album art, posters and merchandise
- Design, development and maintenance of website—information architecture, content strategy and wire framing
- Social media strategy and management
- Audio recording in GarageBand and ProTools

GIRL SCOUTS OF MICHIGAN TRAILS

Nonprofit focused on empowering girls with 30 staff, 13,000+ members, and 3,000 volunteers

2000 – 2005

COMMUNICATIONS DIRECTOR

ACCOMPLISHMENTS:

- **Silver Addy Award** for PSA for Girl Scouts in 2005
- **ATHENA Award Nominee** from Grand Rapids Chamber of Commerce in 2001
- **Best Practice recognition** by Girl Scouts of the USA in 2005
- **Lead designer for statewide campaign** focusing on teen recruitment

SKILLS:

- Development of marketing plans, campaigns and social media strategies
- Graphic design of marketing materials across all mediums
- Art direction and collaboration with developer on information architecture, content strategy and art direction for website

GRAND RAPIDS AREA CHAMBER OF COMMERCE

1999 – 2000

COMMUNICATIONS COORDINATOR - Graphic design and project management of brand materials across all platforms

MICHIGAN BULB COMPANY

1998 – 1999

PROMOTIONS ASSISTANT - Graphic design and content development of promotional direct mail pieces

BOARD LEADERSHIP

YOUNG NONPROFIT PROFESSIONALS NETWORK OF GRAND RAPIDS

Professional development organization for emerging nonprofit leaders

2009 – 2012

BOARD CO-CHAIR + MARKETING CO-CHAIR

ACCOMPLISHMENTS:

- **Brought together 200+ nonprofit leaders from across the US** by organizing and hosting network national conference
- **Led the design and development of new website and brand identity materials**

AMERICAN ADVERTISING FEDERATION OF WEST MICHIGAN

2006 – 2008

BOARD MEMBER

EDUCATION

GRAND VALLEY STATE UNIVERSITY, 1997

Bachelor of Arts in Communication and Minor in Sociology

ACCOMPLISHMENTS:

- **Student senator**
- **Co-founder of WCKS**—student-run radio station