

What Can Be... Should Be



Advertising agency experienced website & graphic designer with 10 years of expertise in creating marketing for a diverse range of small business clients.

Experience

Web & Graphic Designer
2004-Present | Whyknott Advertising

- **Produce advertising campaigns from concept to completion**
Worked on open houses, grand openings and retail sale promotions
- **Design, develop & deploy websites for clients in diverse industries**
Garrick Jewelers, RG Miller, Runkle's, J.A. Myers Homes, Don's Kawasaki
- **Responsible for adding content and maintaining client websites**
Install Wordpress/Joomla websites and perform updates
- **Customize and maintain e-commerce clients Bigcommerce SAAS**
Improved Chewbrokers.com sales conversion rate to 4%
- **Optimize and manage Google Adwords campaigns for Runkle's**
Receives 9,000 clicks, CTR over 1% on average, \$400/mo. budget
- **Help increase clients social media presence ongoing**
Increased Runkle's Facebook likes by 200% in one month
- **Devise strategic web marketing plans that fit client budgets**
Collaborate with clients & creative director to present plans
- **Construct e-blast campaigns that show improved interaction**
Jewelry store averages 22% - 25% open rate
- **Establish and maintain long-term partnerships with clientele**
Never missed a deadline in 10 years of work with Whyknott
- **Photograph and implement 360° virtual tours for J.A. Myers Homes**
Improved overall length of time on site by 2 minutes on average
- **Manage the art department technology and applications**
Install Mac & Adobe Software updates and ensure quality operation
- **Pioneered Whyknott advertising's project management website**
Input new project specifications, track time and job notes

Freelance Illustrator
2000-Present | KB3 Design & Illustration

- Storyboard, film and produce whiteboard animations
- Painted a 12 ft. x 5 ft. large oil on canvas for Hal Wyatt, CPA
- Improved overall marketing exposure for RRG with whiteboard animation

Education

2002-2004 | The Art Institute of York, PA
Associates Degree in Specialized Technology
Major – Graphic Design

Skills

GRAPHIC DESIGN + ILLUSTRATION

ART DIRECTION + MARKETING

WEB + UI + UX DESIGN

HTML + CSS + JQUERY + JAVASCRIPT

SEO + PPC + ADWORDS

JOOMLA + WORDPRESS

PHPMYADMIN + MAMP

PHP + MYSQL

Technology

Adobe CC 2014: Dreamweaver, Illustrator, Photoshop
Indesign, Acrobat Pro **Mac OS 10.9.3:** imovie, iphoto
Quicktime, Automator, Preview, Mail, Panoweaver 8
Fetch, Direct Mail **Windows PC:** VS 2010, Word
Powerpoint, Excel, Outlook **SAAS:** BigCommerce, Ecwid
AdStage Adwords, Bing Ads, Pagemodo, Soldsie, Wufoo
Constant Contact, Mail Chimp, facebook ads, LinkedIn ads
Wildfire **Open Source:** Joomla, Wordpress, Inkscape, FileZilla
OpenOffice, MAMP, PHP **Photography:** Canon Rebel XSi
Hosting Services: 1and1 and Network Solutions, GoDaddy

Connect

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