

Education

2011 B.A. Integrated Visual Arts - Loras College
 Minor in Computer Information and Technology

Work Experience

2016 E-Commerce & IT Manager

Howard's Inc; Chanhassen, MN
 November 2016 - Present

- Assisted in development of online brand guidelines and ensured they were enforced throughout the web.
- Designed layout of Amazon store and managed product selection for target audience.
- Brainstormed and implemented advertisements, promotions and marketing campaigns to increase online sales.
- Modified images for online use.
- Saved costs by implementing efficiency software and improving stability of company network.

2013 Marketing, Communications & Web Manager

previous: E-Commerce Web Developer
 CannonBall:HNP; Beloit, WI
 July 2013 - October 2016

- Developed, designed and created an E-Commerce website which lead to an increase in sales.
- Negotiated better contracts with current vendors and vetted new vendors prior to onboarding.
- Tasked with keeping website re-build project on-time and on-budget.
- Led literature re-design project through vendor management, creative direction and cross department information gathering.
- Initiated company IT policies for improved network security and stability.
- Conceptualized, designed and developed custom print materials as requested.

Notable Projects:

Modernize/Re-envision brand, Cost Reduction,
 Revamp Literature & Website, Launch Social Media

2012 Graphics / Sales Manager

ABC Advertising Specialists, Inc; Freeport, IL
 June 2012 - March 2013

- Conceptualized, designed and created layout for all print materials.
- Developed brand guidelines and ensured all material adhered to them.
- Launched social media presence for company.
- Ensured all projects met deadlines and proofing was accurate.
- Obtained new clients by promoting services.

Work Experience (continued)

2011 E-Commerce Web Developer

Smart Retract; Dubuque, IA
 June 2011 - April 2012

- Maintained existing E-Commerce web site and designed and developed two additional ones.
- Launched social media presence for multiple brands.
- Conceptualized & designed advertisements and print materials while maintaining brand recognition.
- Implemented efficiency software for company collaboration and after hours customer service.
- Maintained company network and devices.

2009 Freelance Designer

D³: Daniel Dobson Design
 May 2009 - Present

- Collaborate with clients to comprehend & understand objectives, desirables and target audience.
- Translate client requests into cohesive, successful designs and layouts within a timely and efficient manner.

Skills & Proficiencies

	Basic	Intermediate	Advance	Expert
Adobe Photoshop	●●●●●●●●●●●●●●●●●●●●			
Adobe Illustrator	●●●●●●●●●●●●●●●●●●●●			
Adobe InDesign	●●●●●●●●●●●●●●●●●●●●			
Adobe Dreamweaver	●●●●●●●●●●●●●●●●●●●●	●●●●●●●●●●●●●●●●●●●●		
SEO / SEM	●●●●●●●●●●●●●●●●●●●●			
Microsoft Office	●●●●●●●●●●●●●●●●●●●●			
Meeting Deadlines	●●●●●●●●●●●●●●●●●●●●			
Layout	●●●●●●●●●●●●●●●●●●●●	●●●●●●●●●●●●●●●●●●●●		
Graphic Design	●●●●●●●●●●●●●●●●●●●●			
Project Management	●●●●●●●●●●●●●●●●●●●●			
Proofing	●●●●●●●●●●●●●●●●●●●●			
Digital Marketing	●●●●●●●●●●●●●●●●●●●●			
Website Design	●●●●●●●●●●●●●●●●●●●●	●●●●●●●●●●●●●●●●●●●●		

Accomplishments / Certifications

- ★ 4th Degree Knights of Columbus - Oct. 2015
- ★ 2nd Place Design Category - Spring 2011
 Loras College IVA Exhibition
- ★ Rank of Eagle Scout - Sept. 2006

References

Available upon request.