ddobson0125@gmail.com /in/dobsondaniel

Education

2011 O 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 wtih 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
- 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 efficency software for company collaboration and after hours customer service.
- Maintained company network and devices.

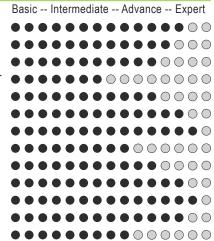
2009 🖶 Freelance Designer

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

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.