

DIGITAL DESIGNER & MARKETING SPECIALIST

Skilled at branding and promoting businesses using current media platforms, creative design, marketing campaigns, video, press releases, social networking and CMS. Ability to take a basic concept and turn it into successful digital, interactive, marketing, and social-based designs.

Technical Skills

- Graphic Design / Marketing
- Video Specialist
- CRM / CSM Management
- Copywriting / Editing
- Social Networking
- Excellent Social Skills

Employment Experience

GRAPHIC DESIGN

- **Background in Strategic Marketing Plans**, multimedia, marketing, video, print and online promotions using current designs, colors and marketing trends.
- **Successfully manage and coordinate** projects from concept to completion.
- **Proficient at Adobe CS4 – CC** In-Design, Photoshop, Illustrator, Premiere Pro Dreamweaver and Acrobat, Quark, Corel Painter *and more...*

MARKETING

- **CRM Management**, web design and development, e-mail marketing, company statistics.
- **Skilled at e-mail marketing** software including Infusionsoft, Mad Mimi and AWeber.
- **Diverse experience** with innovative marketing strategies and promotional campaigns.
- **Capitalize on new opportunities** to increase business and client revenue through Video on Facebook, YouTube, Instagram, Google+ Business, MOTO TV

COPYWRITING / EDITING

- **Write and edit text** for websites, newsletters, press kits, sales and promotional material.
- **Wrote and produced** 30 travel and instructional books which I converted to Kindle.

Education

Course credit	Polk County College HTML 5 & CSS 3 code class	Lakeland, FL
Certificates	Brevard Community College Interactive Media Production and Interactive Media Support	Brevard, FL
Certificates	San Diego Community College Business Management and Administration	San Diego, CA

Employment History

9/16 to 1/19

[Kissimmee Motorsports](#)
[Seminole Powersports](#)

Kissimmee, FL
Eustis, FL

Design & Marketing Director (part time)

- Prepare enticing video promotions by using current design trends, incorporating unique footage and sound, writing scripts and designing and editing video.
- Incorporate these videos in weekly e-mail broadcasts and post on Facebook, You Tube and other social media outlets.
- Set up and maintain Responsive Website working with Dealerspike, a CMS website provider.
- Plan marketing campaigns, events, promotions and implement weekly e-mail broadcasts to 10,000+ subscribers with an average click through rate of 15%+ a week (6,000+ a month).
- Reach, and surpass, goals of drawing in new customers and increasing monthly revenues.

05/13 - 9/16

[Sky Powersports](#)

Lake Wales, FL

Design & Marketing Director

- Oversaw four CMS websites. Took photos of inventory and posted on sites. Updated sites and drove overall CRM using new strategic marketing concepts.
- Developed and designed in-store promotions using posters, flyers and social media.
- Designed and implemented weekly e-mail campaigns to 23,000+ subscribers with an average click through rate of 15%+ a week (13,000+ a month).
- Promoted Lake Wales store on Facebook and You Tube.
- Posted on five Craigslist sites holding an average on-line presence of 300 products a week.

08/11 – present

Lakeside Consulting Inc.

Orlando, FL

Design and Marketing Co-ordinator

- Designed www.marktosoni.com and www.6figuresalesacademy.com promoting Mark Tosoni, a motivational author and speaker. Market through e-mail campaigns and Social Networking.
- Edited and designed seven paperbacks by Mark Tosoni and converted them to Kindle.

10/12 – 2020

Freelance Work

Lake Wales, FL

Graphic Designer, Web Developer, Writer and Editor

- Designed highly interactive website for Voice of La Jolla in La Jolla, CA.
- Weekly e-mail broadcasts for www.VOLJ.net

Summary of Skills

My background runs a wide gamut of the graphic design, video, social media, web design, CMS, branding, marketing, printing and copywriting industries.

Whether using just one of my skills or a combination of all, I apply the same amount of passion and professionalism required to get the job done.

I have a strong work ethic, excellent communication skills and am able to forge solid relationships with clients and work associates of all ages. All complemented by a good sense of humor.

With a refined ability to multi-accomplish simultaneously, without making compromises, I am confident that my experience can make a significant contribution to the growth of your company.

References for Ken Christensen

Professional

Jon Lackey

Blvd Customs of Lakeland - Owner
Lakeland, FL
863-698-2985
jon@blvdcaraudio.com

Jeff Lampe

Sky Powersports - Manager
Lakeland, FL
407.847.6686
jlampe146@gmail.com

Mark Tosoni

Lakeside Consulting Inc. – Owner
12531 High Field Circle
Lakewood Ranch, FL, 34202
407-404-2023
markt403@aol.com