

Chris Crawford

Web/Graphic Designer

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EDUCATION

Multimedia Technologies

Pittsburgh Technical College
Associates Degree
2002 - 2004

ABILITIES

Adobe Creative Cloud

(Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere, Audition, Acrobat)

Microsoft Office (Word, Powerpoint, Excel, Visio)

Other (Avid Media Composer)

REFERENCES

Personal and professional references on request.

OBJECTIVE

Resourceful, detail oriented and results-driven designer who has over 15 years of experience providing superior brand management and marketing services to companies in several diverse industries. Decisive strategist with extensive experience handling branding, advertising, marketing initiatives, website management and corporate communications. Experienced creative who continually demonstrates the ability to deliver the "Wow" factor to positively position businesses in the marketplace.

EXPERIENCE

Savvy Fresh Group | 2015 - Present

Sr. Web/Graphics Designer

- Design and develop new website in WordPress utilizing ACF for custom listings of physicians and practices for large healthcare system.
- Design new marketing campaigns for health care system including; magazine/newspaper ads, billboards, invitations and posters while maintaining brand standards.
- Manage 50+ WordPress websites which includes making sure core files, plugins and themes are frequently updated and running smooth.
- Create and/or update clients branding including; designing new logos, business cards, billboards, sales sheets, brochures, magazine/newspaper advertisements, digital ads, large format print and promotional materials.

Creative Visions Multimedia Services | 2004 - 2014

Web/Graphics Designer

- Developing new branding guidelines including TV and online commercials, print collateral and website design/development for large healthcare system.
- Designed new brochures, magazine ads and website for large construction company.
- Brainstorm, research and create new marketing campaign for minor sports team.
- Developing new branding guidelines including TV and online commercials, print collateral, website design/development and organize photo shoots for a plastic surgery practice.
- Create and/or update clients branding including; designing new logos, business cards, billboards, sales sheets, brochures, magazine/newspaper advertisements, digital ads, large format print and promotional materials.

KEY COMPETENCIES

Advertising & Marketing
Marketing Collateral Design
Web & Print Advertising

Wed Design/Development
Branding
Strategic Planning