

Michael Wallace

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PROFESSIONAL PROFILE

- Graphic Designer with 3 years of experience in the design of projects using the design process, from conceptualization to finished product.
- Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign) Microsoft Office and web design applications (WordPress, Dreamweaver, Notepad++).
- Able to create web design projects readily with HTML, CSS and programming snippets.

PROFESSIONAL EXPERIENCE

LEE ENTERPRISES, Davenport, IA

Amplified Local is a full-service marketing and advertising agency that offers clients industry-leading service.
Web Designer, May 2016 - present

Build websites with WordPress using child themes and custom coding. Perform monthly changes and maintenance on client's websites. Use the Adobe Creative Cloud software to design and optimize the content for all websites. Register websites in the search engines by proper indexing and SEO.

QUAD-CITY TIMES, Davenport, IA

A daily newspaper company based in Davenport, IA and circulated throughout the Quad Cities metropolitan area.
Digital Marketing Analyst, Jun 2015-May 2016

Scheduled online banner ad campaigns, CRM account manager, design ads, Google Analytics, reporting, set up and assist with SEM and audience extension campaigns.

EDUCATION

EASTERN IOWA COMMUNITY COLLEGES, Bettendorf, IA

Associates of Web Development December 2017 - Current

SANFORD-BROWN COLLEGE ONLINE, Tampa, FL

Bachelor of Fine Arts in Graphic Design August 2016

- GPA: 3.84/4.0
- President's List – 13 times (3.91 – 4.0 GPA Quarter)
- Dean's List – 3 times (3.65 – 3.90 GPA Quarter)
- Member of the Graphic Design Club

ADDITIONAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Google Analytics
- Skilled in Microsoft Office Suite
- Advanced level in HTML and CSS
- Social Media Marketing