

CHAD MYERS / Designer

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GRAPHIC DESIGN ◦ WEB DESIGN ◦ E-MARKETING ◦ SEO ◦ SOCIAL MEDIA ◦ PHOTOGRAPHY

Work Experience /

OTTERBEIN COLLEGE

THE GRADUATE AND CENTER FOR CONTINUING STUDIES E-MARKETING COORDINATOR
E-Marketing Coordinator / Graphic Designer (print & web) | DEC. 2008 - PRESENT

Print Design

- Design and layout print marketing materials for the Graduate School and Center for Continuing Studies programs including direct mail pieces, postcards, brochures, department applications, magazine advertisements, etc.
- Oversee print process and mailing procedures for marketing projects.
- Extensive knowledge of the printing process.
- Work with outside vendors to gather marketing data for direct mail projects.

Web

- Design graphics and images for the website and web ads that are consistent with the Otterbein Brand.
- A member of the creative web team that is in charge of redesigning the Otterbein College website.
- Coordinate content of the Otterbein Graduate School and Center for Continuing Studies Web sites and ensures best practices for SEO for these sites.
- Helped implement and design a blogging tool so the departments could use these as departmental newsletters.
- Identify appropriate information to be posted on the departmental web sites and ensures accuracy of that information.
- Work with various departments for the latest information to be posted to the web sites.
- Creates and manages all e-mail marketing materials and campaigns.
- Use Dreamweaver to manipulate coding, strong knowledge of HTML/XHTML and CSS.
- SEO for different departments in the Graduate School and for the Center for Continuing Studies.

Photography

- Provide photography to be used for both Web and Print materials.

MYWEBWOW.COM

SR. WEB DESIGNER | JUNE. 2009 - PRESENT

Sr. Web Designer on a freelance basis

Web Design

- Design website concepts, graphics and user interface for mywebWOW.com customers using primarily Adobe Photoshop.
- Design concepts and layouts for SEO strategies.
- Work with clients on design concept, content and approvals.
- Design web banners for mywebWOW.com and their customers.
- Redesigned the mywebWOW.com website. www.mywebwow.com

CHAD MYERS DESIGN & PHOTOGRAPHY

FREELANCE BUSINESS, CREATIVE DESIGNER, OWNER

Freelance Graphic Design Business: www.chad-myers.com

- Website Design, Graphic Design and Photography creative services
- Photography: weddings, engagements, high school seniors and nature photography.
- SEO and Pay Per Click advertising

OTTERBEIN COLLEGE

PUBLICATIONS MANAGER (GRAPHIC DESIGNER) / ADMISSION COUNSELOR |

APRIL 2006 – SEPTEMBER 2008

Graphic Designer / Publications Manager Position

Print Design

- Design and maintain print publications used by the Admission Office for recruitment and marketing purposes. This involves the creative design and management of over 30 publications including the college viewbook, direct mail pieces, visit day invitations, brochures, college application, college fair publications, t-shirts, programs and any visual marketing tool needed.
- Organized and directed photo shoots with outside photographers.

Web

- Student Blogs
 - Assisted in design of the graphics for the site.
 - Managed the student bloggers and the student blog process.
- Work with the College Web Master as the Admission Department webpage content manager.
- Designed HTML emails used for Admission email campaigns.
- Designed Academic Interest Day website.
- Use Dreamweaver to manipulate coding. Knowledge of HTML/XHTML and CSS.

Admission Counselor Position

- Recruitment of prospective students, counseling students and families on and off campus, reviewing student applications, and making admission decisions.
- Managed a travel territory in Western Pennsylvania.

THE OHIO STATE UNIVERSITY

ASSISTANT TRACK AND FIELD, AND CROSS COUNTRY COACH | AUGUST 2002 – MAY 2006

Assistant Coach Men and Women's Distances

- Women's team group management, Recruiting, Traveling / Scheduling, Equipment Ordering, and Training.
- Cross Country Summer Camp Administrator / Director
- Camp budgeting, Advertising, and organizing camp activities for grades 7-12, Management of camp staff. (15 people)

AMANDA HILLS SPRING WATER

GRAPHICS COORDINATOR | March 1998 – August 2002

Graphics Coordinator, Graphic Designer

- Designed private water bottle labels for clients (mostly high schools, colleges and businesses).
- Designed all advertisements and marketing materials.
- Managed all marketing information and dispersion of those materials.

DIPHERENT STROKES INC.

ILLUSTRATOR, OFFICE MANAGER | MAY 1996 – MARCH 1998

Illustrator, Graphic Artist, Office manager

- Illustrated educational textbooks for publishing companies such as McGraw Hill.
- Managed the daily office routines.

Computer and Software Skills /

MACINTOSH PLATFORM OS X

PROGRAM KNOWLEDGE

- Adobe CS4, Photoshop, Illustrator, InDesign, Dreamweaver, QuarkXPress, some Flash knowledge.
- Microsoft Office 2007 MAC versions (excel, word, outlook, PowerPoint)
- HTML, CSS, JavaScript, XHTML, Wordpress Themes, and limited ASP, PHP.
- Knowledge of SEO strategies for web design and marketing.

PC PLATFORM

PROGRAM KNOWLEDGE

- Adobe CS4, Photoshop, Illustrator, InDesign, Dreamweaver, QuarkXPress, some Flash knowledge
- Microsoft Office 2007
- HTML, CSS, JavaScript, XHTML, Wordpress Themes, and limited ASP, PHP.
- Knowledge of SEO strategies for web design and marketing.

Education /

FAIRFIELD UNION HIGH SCHOOL, LANCASTER, OH | 1988 - 1992

- Degree: High School Diploma, College preparatory

OTTERBEIN COLLEGE, WESTERVILLE, OH | 1992 - 1996

Degree: B.A., in Visual Art

- Concentration in Graphic Design, Digital Media and Visual Communications.

COLUMBUS STATE COMMUNITY COLLEGE, COLUMBUS, OH | 1999 - 2001

Degree: Associates Degree in Sport and Fitness Management

- Graduated with honors.

Personal /

OTTERBEIN COLLEGE

- 4 time varsity letter winner – Track and Cross Country
- Outstanding Senior Athlete
- NCAA National Qualifier in both Cross Country and Track (10,000 meter)
- Ohio Athletic Conference 10,000 meter Champion

FAIRFIELD UNION HIGH SCHOOL

- 4 time varsity letter winner – Track and Cross Country
- State Qualifier in Cross Country
- 2 time varsity letter winner – Basketball
- Outstanding Senior Athlete Award
- Alumni Hall of Fame Inductee

EXTRACURRICULAR

- Avid hiker, nature photography (Digital SLR camera)
- Photography (weddings, kids, pets, nature) (Digital SLR camera)
- Runner, completed 3 marathons (2:47 best)
- Mountain biker

Contact Information /

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