

Michael Black

<http://www.linkedin.com/in/mgblack>

phone 888.761.5275

email mblack@michaelblackcreative.com

Overview

- 16+ Years in the advertising, marketing, graphic design and web development fields.
- Catapulted start-up design agency to million-dollar business in 3 years.
- Turned around failing web enterprise with under 500K in online revenue to over 3M in 2 years.
- Created award-winning client solutions that generated substantial return-on-investment (ROI) and secured long term business opportunities.

Employment

BGEA.org

Internet Group Manager

Chief creative and design director for all web properties. Management and leadership of online team consisting of designers, writers, programmers, and admin personnel. Managed email, mobile media, social media, cms, and web analytics. Implemented grass roots, organic and paid search campaigns. Responsible for financial planning, budgets and revenue streams. Oversaw external vendors including: freelance contractors, agencies and technology companies.

Digital Realm Designworks

Principal/Director/Designer

Worked with top-level Fortune 500 and 1,000 clients in developing key creative, strategic plans, brand sensory and design experiences. Developed and implemented campaigns consisting of corporate identity, print and web design. Projects included: concept boards, wire frames, logos, print collateral, web gui, ux, site design, animated flash and web banner components, email templates, and corporate standards materials. Clients included:

Hollywood Video, Nike, Intel, Columbia Investments, and HP.

Rosen Brown Direct

Senior Designer

Designed direct mail projects including: brochures, letters, postcards, business reply cards, and 3D response devices. Managed projects and external vendors including: designers, writers, photographers and printers. Clients included: *Apple, Avery, US Bank, Siemens, Extensis, and Now Software.*

Curriculum Vitae



Education

University of Oregon

Bachelors of Arts Degree

Fine Arts & Visual Design

Technical Skills & Experience

Adobe Creative Suite

Expert Level

Identity, Branding, Print & Web

Expert Level

Hand Coding CSS/HTML

Advanced Level

JavaScript /jQuery/Ajax/XML

Advanced Level

PHP, ASP, ASP.Net, SQL Server & Network Operations

Advanced Level

Social Media Networks

Facebook, MySpace, Twitter & Others

Mobile Media Handset Marketing

Creative, Design and Management

Live & Post Web Streaming

Akamai, Limelight, Brightcove, & Others

Web Trends, Hitbox, Google Analytics, & Omniture Site Catalyst

Advanced Level

Email Marketing, SEO, SEM, PPC

Advanced Level

Macintosh & PC Platforms

Expert Level

Professional Organizations

AIGA

Social Media Today

Interactive & Digital Media Group

Web 2.0

Digital Marketing