

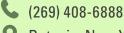
# ROB REED

# MULTIMEDIA DESIGNER



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Batavia, New York

# **Education**

### **Ferris State University**

**Bachelors of Applied Science Digital Animation & Game Design** 2014 - 2018

### Northwestern Michigan College

**Associates of Applied Science Visual Communications** 2012 - 2014

**World Typography Seminar** Amsterdam; aTypl 2013

# Skillset

**Adobe Photoshop** Adobe Illustrator Adobe InDesign **Adobe After Effects Adobe Premiere Microsoft Word** Microsoft Excel **Project Management Software** 3DS Max ChatGPT

# **Career Objective**

I am an experienced multimedia designer with over 10 years of experience in graphic design, video production and animation. My technical expertise, diverse toolset, project planning abilities, creative problem-solving skills and knowledge of current industry trends guarantee that I will be a valuable addition to your team.

# Work Experience

### Multimedia Designer

#### Thermal-Tec

- Reduced budget spending on print materials by over 40% through research on vendors and paper stocks while increasing quality.
- Identified an under-targeted audience with pain points that increase our profits by up to 400% while remaining the cheapest option for clients.
- Created mailers which raised our response rates from 0.03% to over 3%.
- Improved SEO rankings up to 12 placements with custom animations and video content.
- Launched Social Media strategies that grew our followers by 25% - 1500% across different platforms.
- Optimized our website content to reduce load times by up to 7,200ms on desktop and 24,000ms on mobile.
- Created new brand rules which resulted in a 4x increase in overall response rate.

# **Freelance Marketing**

### Wonderment

- Implemented websites and SEO strategy to drive traffic to online shops and services.
- Worked with dozens of teams to complete projects for major corporations.
- Created brand packages for startups including logos, business cards, brand guidelines, letterheads and more.
- Decreased legal liabilities for clients by creating accessibility focused designs.
- Launched social media campaigns, one of which resulted in winning Best Bakery in Grand Rapids, MI.

# **Production Manager**

#### **White Pine Press**

- Achieved a promotion from Designer to Production Manager within 9 months due to my skills and productivity.
- Designed new layouts resulting in multiple awards.
- Increased revenue with a new ad tier made possible by traits of the new layouts.
- Implemented a communication strategy for a reduction in production time by 14%.
- Increased readership increased by an estimated 11%.