

Chadwick Anderson

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Accomplished web and graphic design professional with 25+ years experience producing strategic web and print assets on a wide variety of platforms for long-term clientele. Seeking to utilize my expertise in content creation, marketing, design, and print to fill a digital communications specialist position. Dedicated creative and innovative thinker aims to help achieve goals and take on additional responsibilities.

Skills

- Creative Thinking
- Collaborative
- Adobe CC
- PHP/JS/CSS/HTML
- Adaptability
- Self-starter
- Photography
- eCommerce / Woo
- Problem Solving
- Deadline Oriented
- CMS / WordPress
- Web UI / UX

Professional Skills

Web Design & Development

- Coded PHP, JS, CSS, HTML for plugins, custom functions, themes, and content enhancements.
- Utilized CLI, SQL, plugins, and APIs for security, hack/disaster recovery, fixes, and updates.
- Executed all aspects: concepts, UI/UX design, production, SEO, hosting, security, and DNS.

Marketing & SEO

- Designed optimized, on-brand, website content, graphics, and ads to increase sales and visibility.
- Created and executed email, print advertising, social, and Google Ads campaigns to up traffic.
- Managed marketing and product content on WooCommerce, Shopify, Magento, and others.

Graphic Design

- Developed brand identity concepts, logos, style guides, sales kits, ads, and stationery systems.
- Designed strategic marketing brand collateral and managed offset/digital printing processes.
- Created variety of branded promotionals from apparel and water bottles to trade show displays.

Experience

Web & Graphic Designer | Developer • *designerChad* | 2001 - Present

- Collaborated with clients to translate business objectives into effective and impactful web sites.
- Customized WordPress websites using PHP, HTML, CSS, JavaScript, SQL, and jQuery.
- Remotely supported marketing teams by designing on-brand print marketing collateral to scope.
- Reliably and accurately managed multiple projects simultaneously to successfully meet deadlines.

Creative Director • *Nuvonix Interactive* | 1997 - 2001

- Developed novel, data-driven website experiences that elevated clients' online visibility.
- Created compelling brand identities and innovative marketing collateral for small businesses.
- Integrated emerging technologies and design trends to enhance creative content production.

Community Leadership

Board Member | Vice President • *Diving For Life* | 2019 - Present

- Implemented the nonprofit's transition to eCommerce for event fundraising and donations.
- Transformed the all-volunteer organization to paperless improving collaboration and cutting costs.
- Established a web membership system that increased communication, engagement, and continuity.
- Developed and maintain a highly custom WordPress registration and event management system.

Education

University of Illinois at Urbana-Champaign, B.A. in Liberal Arts and Sciences