

Chadwick Anderson

(858) 427-0518 • chad@designerChad.info

<https://designerChad.info/ach315>

January 12, 2024

Dear Hiring Manager,

I am keenly interested in the Digital Design Lead position advertised on Indeed.

As an accomplished creative web and graphic design professional with 25+ years experience creating and managing content for both digital and print media for small businesses, I am confident in my ability to contribute to the creative excellence of your team.

Having successfully navigated a freelance career for much of my professional life, I am well-versed in collaborating with creative teams and directing a variety projects from concept through completion. One of my strongest qualities is my innate ability to fuse artistic vision with pragmatic and strategic thinking. I understand the importance of not only creating visually appealing designs but also ensuring that they resonate with the target audience and effectively communicate the intended message.

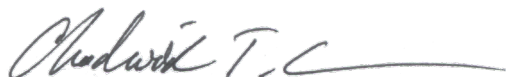
I'm skilled in nearly every aspect of website design, development, production, and management. I utilize a variety of applications, technologies (PHP, HTML, CSS, jQuery, JavaScript, MySQL), and other software services (WordPress, Postmark, Mailchimp) to deliver highly-effective communications that meet project goals and exceed expectations.

All of my technical skills would mean little if I didn't have the graphic design skills to make them look good too. Skilled using a variety of software tools, including Adobe CC, I have created brand identities, cohesive marketing collateral, advertising, and other assets for print and screen that have deepened brand engagement for my clients in the long-term.

Some of my notable accomplishments include an eCommerce meal delivery service from concept to delivery, a WordPress LearnDash LMS, and an event booking and business management system for a non-profit organization. These experiences have honed my ability to turn creative concepts into tangible, impactful results.

I invite you to view my resume and visit my online portfolio at <https://designerChad.info/ach315> to browse through some of my work. I look forward to the opportunity to discuss how my skills and experiences align with your needs and the possibility of joining your team.

Sincerely,



Chadwick Anderson