

# Chadwick Anderson

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

## Skills

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

## Experience

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### Marketing Communications Specialist & Technology Consultant • *designerChad* | 2002 - Present

Fulfilled the responsibilities of a full-service marketing and advertising department for many long-term small business clients by handling all print and digital graphic design creative to meet their sales and marketing objectives. Reliably and accurately managed simultaneous projects and successfully met all deadlines.

- Collaborated with clients to translate business objectives into effective and impactful web sites.
- Customized WordPress websites using PHP, HTML, CSS, JavaScript, SQL, and jQuery.
- Managed marketing and product content on WooCommerce, Shopify, Magento, and others.
- Conceived and executed email, banner, social, and Google Ads campaigns to meet sales goals.
- Designed brand identity concepts, logos, brochures, sales kits, ads, and stationery systems.
- Oversaw offset/digital printing processes for strategic marketing brand collateral.
- Advised clientele on technology integrations to increase business efficiency and profitability.

### Notable Achievements

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- Executed a full company rebrand that repositioned a long-term client as the vertical market leader.
- Grew an integrated ecommerce meal delivery service from brand design through delivery logistics.
- Pioneered a non-profit's novel online giving campaign that raised thousands for charity.
- Produced clever advertising campaigns that amplified client's event bookings and market prominence.
- Created a highly branded, search optimized WordPress website targeting Google organic ranking and successfully maintained first page search engine results for 10+ years.

### Creative Director • *Nuvonix Interactive* | 1997 - 2002

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

## Community Leadership

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### Board Member | Vice President (Volunteer) • *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

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