

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 marketing management, product marketing, web and graphic design to fill a Marketing Manager position. Dedicated creative and analytical thinker aims to help achieve company goals and take on additional responsibilities.

Skills

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

Professional Skills

Marketing & Content Creation

- Designed optimized, on-brand, website graphics and ads to increase sales and visibility.
- Created, wrote, and managed email eblast marketing, advertising, and Google Ads campaigns.
- Managed marketing and product content on WordPress, Shopify, Magento, and other platforms.
- Designed and executed strategic online media campaigns to boost user engagement.

Website Development

- Developed and maintained WordPress / WooCommerce websites for long term clientele.
- Used PHP, JS, CSS to code plugins for custom functions, themes, and website enhancements.
- Performed all aspects of web design, production, hosting, optimization, SEO, security, and DNS.

Graphic Design

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

Experience

WordPress Web Designer / Graphic Designer • 2001 - Present

designerChad, San Diego, CA

- Developed optimized, CMS websites using PHP, HTML, CSS, JavaScript, jQuery, and WordPress.
- Optimized efficiency via internet technologies and best practices to reduce business expenses.
- Remotely supported marketing teams by designing on-brand print marketing collateral to scope.

Web Designer / Graphic Designer • 1997 - 2001

Nuvonix Interactive, San Diego, CA

- Designed and developed effective, data-driven, branded websites for small businesses.
- Created brand identities and cohesive supporting print and web marketing collateral.
- Enhanced clients' brand awareness through PPC search engine marketing, and optimization.

Education

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