

# 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 and management, web design, and web development to fill a media specialist position. Dedicated creative and analytical thinker aims to help achieve district goals and take on additional responsibilities.

## Skills

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

## Professional Skills

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### **Content Creation & Website Development**

- Developed and maintained WordPress / WooCommerce websites for long term clientele.
- Created and managed content on WordPress, Squarespace, Shopify, Magento, and others.
- Wrote and published help guides and instructional documentation for content management tools.
- Used PHP, JS, CSS to code plugins for custom functions, themes, and website enhancements.

### **Web Production & Marketing**

- Designed optimized, on-brand, website graphics and ads to increase sales and visibility.
- Created email marketing, advertising, and Google Ads campaigns to increase site traffic.
- 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

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### **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, cross-browser, ASP based, content-managed, websites.
- Created brand identities and cohesive supporting print and web marketing collateral.
- Enhanced clients' brand awareness through PPC search engine marketing, and optimization.

## Education

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