

**Chadwick Anderson**

(858) 427-0518

chad@designerChad.info

<https://designerChad.info/odme44>

September 28, 2023

Dear Hiring Manager,

I would like to be considered for the Web Designer II position that you have listed on your website.

I am an accomplished web and graphic design professional with 25+ years experience producing optimized web and graphic assets on a wide variety of platforms for long-term clientele. Through my expertise in design, production, management, SEO, website marketing, and best practices I have helped many companies communicate effectively and reach their business goals.


I'm skilled in nearly every aspect of website design, production, and management. I utilize a variety of plugins, themes, custom code, and other software services to deliver highly effective customized website solutions that meet project goals and exceed expectations.

Problem solving, troubleshooting, and my eye for design are some of my best skills. I use them to fearlessly face challenges to develop web solutions that increase business efficiency, streamline processes, and sometimes just make business tasks easier to accomplish—and they look good too.

Some of my notable accomplishments include a WooCommerce-based meal delivery service, an online proposal creation/management system, a WooCommerce / Learndash LMS, and an event booking and business management system for a non-profit organization (on whose Board I sit as technology chair).

I invite you to view my resume and visit my online portfolio at <https://designerChad.info/odme44> to browse through some of my work. I hope you will find that I am qualified for the Web Designer II position and I would be excited for the opportunity to join your team.

Sincerely,



Chadwick Anderson

# Chadwick Anderson

San Diego, CA • (858) 427-0518 • chad@designerChad.info • [designerChad.info/odme44](http://designerChad.info/odme44)

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Accomplished web and graphic design professional with 25+ years experience producing optimized web and print assets on a wide variety of platforms for long-term clientele. Seeking to utilize my expertise in WordPress, web design, development, and graphic design to fill a web designer position. Dedicated creative and analytical thinker aims to help achieve company goals and quickly take on additional responsibilities.

## Skills

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

## Professional Skills

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### WordPress & WooCommerce

- Developed and maintained WordPress / WooCommerce websites for long term clientele.
- Used PHP, JS, CSS to code plugins for custom functions, themes, and site enhancements.
- Utilized plugins / software services for security, hack/disaster recovery, fixes, and updates.
- Constructed sites using frameworks like Elementor, Flatsome, Avada, BeTheme, and others.

### 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.
- Managed 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

- Contributed to client long term success through consistent graphics asset production services.
- Optimized client business efficiency via system streamlining and standards development.
- Remotely supported client marketing teams by designing advertising and collateral to scope.

### Web Designer / Graphic Designer • 1997 - 2001

Nuvonix Interactive, San Diego, CA

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

## Education

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