

# Chadwick Anderson

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Accomplished web and graphic design professional with 25+ years experience producing strategic web and graphic assets on a wide variety of platforms for long-term clientele. Seeks to utilize my expertise in design, production, management, and SEO to fill the Web Producer position. Dedicated creative thinker aims to help achieve company goals and quickly grow into additional responsibilities.

## Skills

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

## Relevant Accomplishments

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### **Non-Profit Fundraising & Event Management Website**

- Successfully transitioned to a fully online, WordPress ecommerce business model.
- Manage, design, code, and maintain of all aspects of WordPress event management.
- Collaborate with the Board to establish communication, graphic, and accounting standards.

### **Online Proposal Manager**

- Developed a WordPress-based application to streamline proposal creation process.
- Standardized content delivery for consistent web presentation with fewer errors.
- Reduced desktop software dependency and significantly reduced learning curve.

### **1st Page Google Organic Ranking Website**

- Created highly branded and search optimized WordPress website targeting organic rank.
- Analyzed data to identify performance bottlenecks and increase form / phone inquiries.
- Successfully updated and maintained website to retain organic ranking for 10+ years.

## Experience

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### **Dynamic Web/Design Producer** • 2001 - Present

designerChad, San Diego, CA

- Contributed to client long term success through variety of asset production services.
- Optimized client business efficiency via system streamlining and standards development.
- Supported client marketing teams by designing on-brand marketing collateral to scope.

### **Creative Director** • 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