

David Ackerman

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PROFILE:

- Front end development expert with experience bringing software applications to market.
- Graphic design expert with experience in UI, digital media, and print.

PROFESSIONAL EXPERIENCE:

Marketing Specialist | August 2019 - present | Mark-10 Corporation, Copiague NY

- Developed a new company website from the ground up. Implement modern web design best practices including responsive layouts, page speed optimization, and Google analytics.
- Collaborated with the engineering team to bring multiple software projects from concept to completion. Contributed by writing front-end XAML templates, writing a re-usable style library, and creating all media assets including SVG icons and images.
- Updated and maintained all product documentation including the product catalog, user's guides, and data sheets.
- Shot and edited all product photography and video.
- Created marketing media including Google targeted ads, ads for print publications, and promotional videos.

Production Designer | March 2018 - August 2019 | TBR News Media, Setauket NY

- Developed and promoted new marketing and sales services. Coordinated with advertising/sales teams to generate display advertisements, promotional videos, brand specific motion graphics, and social media marketing strategies.
- Developed print-ready files for weekly distribution of 6 community newspapers across the north shore of Suffolk County. Coordinated with production team to meet weekly distribution deadlines.
- Designed display advertisements to meet with specifications provided by a wide variety of clients. Coordinated with sales department to provide clients with design proofs and make all necessary revisions.

Production Designer | March - October 2018 | IDJNOW | Ronkonkoma, NY

- Produced content for marketing campaigns including targeted web ads, email, social media, motion graphics, and print materials such as posters, magazines and in-store signage.
- Managed photography production for online product listings. Optimized all image file sizes for quick load times and implemented a file naming system for SEO.

EDUCATION:

- B.S. Graphic Design - SUNY New Paltz; New Paltz, NY; Dean's List; 2017

RELEVANT SKILLS:

- Web development (HTML, CSS, Javascript, PHP, MYSQL)
- Cross-platform software development (React, NodeJS, C#, XAML)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro)
- Version control (Git, Github)