

David Ackerman

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PROFILE:

- Five years of experience in digital media, web-design, and product development.
- Expert knowledge of industry-standard tools and optimized workflows in digital media and web design.
- Advanced visual media and writing skills.

PROFESSIONAL EXPERIENCE:

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

- Re-designed the company website from concept to launch. Implemented modern web technology including responsive layouts, interactive elements, dynamic content, and search functionality.
- Worked with the engineering team to develop an intuitive user interface for a new software product.
- Shot and edited product photography and video for new product releases and the existing catalog.
- Designed all promotional print materials including company catalogue, brochure, flyers, and designs for trade shows.

Freelance Web Designer • May 2017 - Present • New Paltz, NY; Stony Brook, NY; NYC

- Designed, developed, and maintained websites for clients providing customized functionalities such as event registration, lead generation, booking/scheduling services, user accounts, and e-commerce services.
- Advised clients on website design, digital marketing, and brand strategy; consistently generated increases in client sales and engagement with targeted audiences.

Digital Media Manager • October 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, and social media marketing strategies.
- Photo/video journalist; Coordinated with editorial staff to capture and edit photos and video for distribution in print, online and on social media.
- Managed Facebook, Twitter, and Instagram content posting; generated over 15,000 followers.

Production Designer • March - October 2018 • TBR News Media, Setauket NY

- 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.
- Analyzed data and designed info-graphics to illustrate statistics alongside editorial content.
- Color corrected, re-touched, and formatted all published images to ensure printing consistency.

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

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

Graphic Designer • May - December 2017 • One Epic Place • New Paltz, NY

- Coordinated with web design interns to complete a comprehensive re-design of the company web page.
- Met with project teams; participated in planning and goal setting.

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

RELEVANT SKILLS:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro) • Sketch • Tableau
Front End Web Design (HTML, CSS, Javascript) • Bootstrap 4 • Git/Github • Wordpress (php)