

David Ackerman
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PROFILE:

- Four years of experience in digital media, web-design, print production, and journalism.
- Expert knowledge of industry-standard tools in digital media and web design.

PROFESSIONAL EXPERIENCE:

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

- Modernized company website by adding:
 - Responsive design for optimized mobile experience
 - Dynamic product catalog including search function and category structure
 - Integrated contact forms for customer support and pricing inquiries
- Produced product videos from concept to completion.
- Produced all product photography using an in-house studio.

Digital Media Manager | October 2018 - August 2019 | TBR News Media, Setauket NY

- Coordinated with advertising/sales teams to generate display advertisements, promotional videos, brand specific motion graphics, 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. Coordinated with sales department to provide clients with design proofs and make all necessary revisions.
- Color corrected, re-touched, and formatted all published images to ensure printing consistency and to meet specifications provided by the contracted printing company.

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.

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

AWARDS: New York Press Association - 2018 Better Newspaper Contest - Best Small Space Ad & Large Space Ad - Two Honorable Mentions

RELEVANT SKILLS: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro)

- Front End Web Design (HTML, CSS, Javascript) • Wordpress (php) • mysql • Git/Github