

# Charles Davis

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## Education

Massachusetts College of Art  
Bachelor of Fine Arts  
Major: Illustration

Over 20 years of successful experience in graphic, motion, and web design using Adobe’s Creative Suite. Proven creative, marketing, and technical skills to effectively and efficiently see projects from concept to completion. Creative, innovative, and original with a positive attitude. Hard-working, works well under pressure, a great team player. My background in customer service, management, and as a team leader working with tight deadlines, gives me the confidence to achieve maximum results and success on all projects.

## Professional Experience

### Lone Star Blower and Compressor - April 2021 – Present

#### Marketing Manager (Graphics)

- Created and maintain a Performance Marketing - organic SEO driven website with over 210 pages. within one year organically, using WordPress, CSS, JavaScript, HTML
- Service and develop a digital marketing presence for both Inbound and Outbound Messaging in order to build Brand Awareness within B2B, Social Media, and DTC
- Collaborate with senior management teams to establish a strategic plan to create, and execute engaging print and motion graphics across digital content platforms
- Administrate all published marketing materials and coordinate tradeshows
- Negotiate with outside vendors to acquire the lowest competitive prices for print jobs
- Design/Create, and maintain all traditional marketing digital and print collateral including branded manuals, labels, packaging, brochures, sell sheets, flyers, postcards, and tradeshow booth/banners and materials adhering to marketing and corporate identity guidelines
- Shoot and edit video for the website, trade shows, and How-To-Videos
- Facilitate all marketing and communications venues
- Draft and create high-quality content to support business strategy and objectives
- Design digital deliverables including email blasts via Constant Contact focusing on new product and press releases, along with promotional communications on Facebook, LinkedIn, YouTube, and other social media platforms

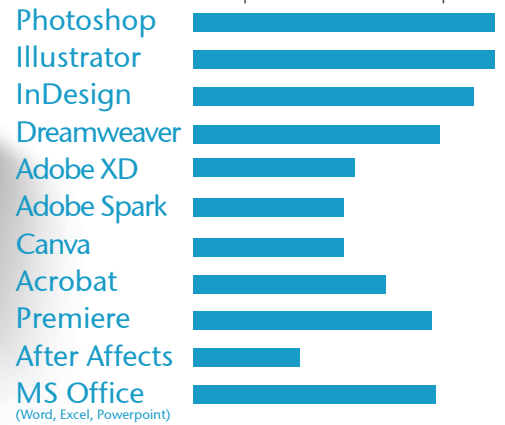
### Lubrication Technologies - Oct. 2016 – Dec. 2020

#### Marketing & Graphics Manager

- Created, maintained a completely responsive, Performance Marketing - organic SEO driven website with over 130 pages with OpenCart shopping/eCommerce that went from zero to \$50k within one year organically, using CSS, JavaScript, HTML
- Created both Inbound and Outbound Messaging in order to build Brand Awareness
- Multichannel Marketing - Identify key markets and create/manage campaigns using the most cost-effective means of reaching prospects
- Negotiated with outside vendors to acquire the lowest competitive prices for print jobs
- Managed and oversaw Customer Relationship Management system (CRM) while providing content and materials for its use
- Design/Created all traditional marketing digital and print collateral including branded manuals, labels, packaging, brochures, sell sheets, flyers, postcards, and tradeshow booth/banners and materials adhering to marketing and corporate identity guidelines
- Shoot/edit video for trade shows and How-To-Videos to be used by Dealers/Distributors
- Collaborating with Sales and Customer Service teams to brainstorm ideas, tactics, and concept development - utilizing Canva for feedback & Powerpoint for Presentations
- Designed customer/vendor print and digital support documents for new and existing products – highlighting the features/benefits – enhancing sales and understanding of the products
- Design digital deliverables including email blasts via Constant Contact focusing on new product and press releases, along with promotional communications on Facebook, LinkedIn, and other social media platforms
- Photography for new products show-casing features and benefits – using Photoshop to enhance and silhouette for print and web

## DESIGN SOFTWARE

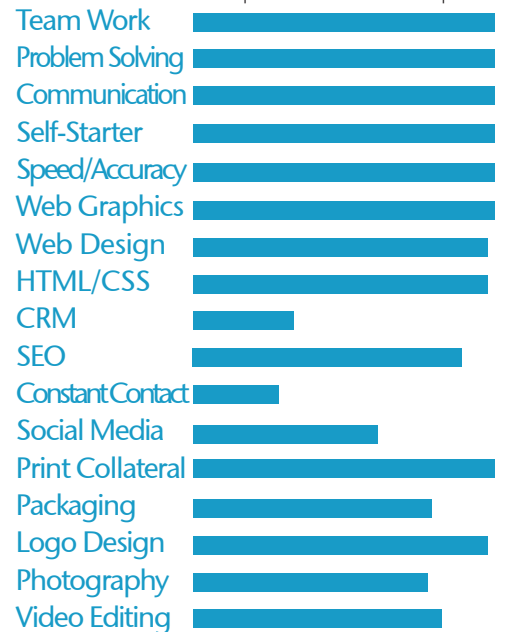
Some Experience.....Extensive Experience



(Word, Excel, Powerpoint)

## SKILLS

Some Experience.....Extensive Experience



### **Mayhew Steel Products - 2014 – July 2016**

#### **Marketing Manager/Graphic Designer**

- Designing traditional marketing print collateral including packaging, brochures, sell sheets, flyers, postcards, and trade-show materials adhering to marketing and corporate identity guidelines
- Designed customer/vendor print and digital support documents for new and existing products – highlighting the features/benefits – enhancing sales and understanding of the products
- Design and submit print and web advertising to trade magazines and websites
- Designing digital deliverables including email blasts via Constant Contact focusing on new product and press releases, along with promotional communications on Facebook, Instagram and other social media platforms
- Photography for new products show-casing features and benefits – using Photoshop to enhance and silhouette for print and web
- Shooting and editing video for trade shows and How-To-Videos
- Collaborating with Sales and Customer Service teams to brainstorm ideas, tactics, and concept development
- Designing the layout for the new multi-sectional catalog and Powerpoint presentations

### **Pelland Advertising - 2010 – 2014**

#### **Senior Web/Graphic Design**

- Design and maintain nearly 230 custom websites and graphics, using CSS, Javascript, HTML
- Design Direct Mail, Corporate Identity, Packaging, Print Collateral, Logo, Advertising, Labels, Flyers, Pre-Production, Production, Full Color Printing, Annual Reports, Catalog, Web Graphics, Flash Animation, and video production/editing.
- Social Media - Facebook business page, and Twitter design and maintenance.

### **Deluxe Inc., (Formerly NEBS) - 1999 – 2009**

#### **Senior Corporate Designer – Product Designer**

- Designed and produced vehicles for corporate sales needs, including training flyers, posters, coupons, multimedia presentations, and custom logos – Flash, video, special effects, and music. Troubleshoot electronic files.
- Designed and maintained business products; custom forms, logos, and line art for catalog use.
- Improved Business Logo Design Book by using creative layout processes.
- Assisted in the production of a successful and cost-effective promotional video presentation.
- Introduced a timesaving color correction process for a clothing line and streamlined process to request services.
- Ignited revenue stream for custom orders by developing custom products for the company catalog.
- Created, modified digital imagery, making- production edits and effects for print and web media
- Performed pre-press imaging functions including RIPing, page production, and layout, image retouching, color correction, scanning, digital photography as well as coordinated and oversaw the pre-press printing process to the printer.
- Developed corporate PowerPoint presentations and managed updates.

#### **Artist/Prepress Imaging Technician - Digital Production Specialist (PreMedia)**

- Created and modified digital imagery making corrections as needed.
- Executed production edits and effects for print and web media.
- Performed pre-press imaging functions including RIPing, page production, and layout, image retouching, color correction, scanning, digital photography, photo mock-ups in a color-managed workflow. Coordinated and oversaw the pre-press printing process to the printer.
- Created and revised product imagery for use in print and web advertising.

#### **Composition Logo Artist - Full-Color Lead Artist**

- Maintained all aspects of product layout and logo creation for NEBS business products.
- Created line art illustrations - scanned, edited, and cleaned up customer submitted artwork.
- Created Business Cards, Postcards, Stationery, assisted in implementing workflow process, and set up training for new employees. Provided special project support.
- Meeting Facilitator for 15 artists required addressing individual concerns, tracking workload, and constant interaction with Supervisor

### **MEDIACOM TELESYSTEMS, INC. - 1998– 1999**

#### **Marketing Associate/Designer**

- Created all in-house graphics for print/web, maintained company press kits, and implemented direct mail programs.
- Developed corporate PowerPoint presentations and managed updates. Produced quarterly newsletter.
- Served as Interim Customer Service Manager during the search for a new manager. Trained temps and Customer Service Manager. Provided on-going support for customer service and tech support departments.
- Designed branding format for company support forms and literature.
- Spearheaded the transformation of all outsourced graphic design work to in-house, saving well over \$10,000.