

# WADE KINGS

## ART DIRECTOR / MARKETING SPECIALIST

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**TECHNOLOGIES** Adobe – Ps, Ai, Id, Pr, Dw, Dn, Ae  
Microsoft Office 365  
Vegas Pro  
WordPress

HTML /CSS  
Blender  
SketchUp  
Google – Analytics, Ads, Web Tools, Tag Mgr

### **EXPERIENCE**      **ART DIRECTOR / MARKETING SPECIALIST**

Freelance

8/2013 - PRESENT

- New business development and account management.
- Identify and develop design collateral across multiple platforms including print, web and digital advertising.
- Manage workflow including asset management with outside resources & vendors.
- Assemble and collaborate with external creative team to fulfill project requirements.
- Research, develop and implement marketing strategies for companies, products, and brands.

### **GRAPHIC DESIGNER / MARKETING SPECIALIST**

ND Industries

7/2015 - 3/2020

- Created and maintained brand identity for new products.
- Identified and executed marketing strategies across traditional and online mediums.
- Managed and assessed analytical information for executed marketing campaigns.
- Identified, organized and managed outside marketing events.
- Developed, designed and managed websites and page content.
- Worked collaboratively with outside vendors and creative resources.
- Assembled and developed all creative assets for projects assigned to me including photos, video, copy and graphics.

### **ART DIRECTOR**

SHB Productions

3/2003 - 9/2013

- Lead a team of designers, photographers, videographers, and video editors, both on-staff and freelance.
- Gave direction and final review on all projects to ensure that the intended marketing goals were reached.
- Developed process and workflow to ensure the proper delivery of all client products and services.
- Formulated client and company marketing strategies to increase revenue and branding.
- Control department expenditures by negotiating fair pricing with all vendors, properly managing workflow and schedules, and reducing errors.
- Increased customer service by evaluating client needs and changing the frequency and level of client interaction.

### **EDUCATION**

#### **BACHELOR of FINE ARTS - GRAPHIC DESIGN**

Eastern Michigan University

#### **CERTIFIED - SOCIAL MEDIA MARKETING & STRATEGY**

HubSpot Academy