



Joseph Allan Lawrence



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PROFILE:

EXPERIENCE: Web Design Specialist with a background in **graphic design, search engine optimization, e-commerce, responsive web design, blog posts and social media marketing.**

DESIGN SKILLS: Detail-oriented project manager who creates eye-catching brand design for print and digital collateral.

FLEXIBILITY: Versatile team player who takes on added responsibilities, quickly learns new skills and supports co-workers.

- SEO & SEM
- Social Media
- E-commerce
- Mobile Design
- Email Marketing
- Affiliate Marketing
- Project Management
- Print Production
- Video Editing

EXPERIENCE:

FREELANCE WEB & GRAPHIC DESIGN

2011-Present

Design and produce websites and marketing materials for clients in diverse industries. Manage all stages of overlapping projects. Advise clients on options for digital marketing. Gather specifications and requirements needed to develop project plans. Support clients with SEO and SEM. Generate print/digital designs that include company logos, product labels, web images, banners and business cards. Direct a writer in creating blog posts and optimize content.

Clients & Projects

- **Florida Adventure Sports** (2015-Present): Designed a WordPress site and an e-commerce store. Increased engagement through social media and an e-newsletter. Consistently achieved page one and two search engine ranking.
- **Simply Delicious** (2015-Present): Created a WordPress site and an e-commerce store with strong SEO content. Managed creative talent.
- **Best Online Travel Deals** (2015-Present): Created an affiliate marketing website that required intricate design. Conceived an SEO strategy and drove traffic through social media. Generated 25,000+ followers on Twitter and 22,000+ on Instagram.
- **Wendy Davis Custom Framing** (2011-Present): Provided the client with a WordPress website, e-commerce store and social media marketing.
- **Hang Glide USA/Air Amelia/Ad Airlines** (2013-Present): Built a responsive website using HTML. Designed advertising; promoted the business using e-newsletters and social media. High search engine ranking for keywords.
- **Travel au Naturel** (2012-2015): Enhanced and maintained a website in Joomla. Designed graphics and advertising for the website. Achieved high page ranking for keywords.
- **INT Creative** (2012-2015): Generated designs that included web images, banners, product labels and business cards. Created a mobile site.
- **UMcDeal** (2011-2013): Developed and refined images used in advertising by a daily deal website. Conceptualized image sets for each client's ads. Designed web backgrounds and online menus for retail establishments.
- **lone, Inc.** (2012): Created graphics for existing websites and social media sites for an online retailer. Coded in HTML for a newsletter. Performed maintenance of website with HTML and admin panel.

(continued)

**EXPERIENCE
CONTINUED:**

SENIOR GRAPHIC DESIGNER & MARKETING MANAGER

1993-2010

- **Pittsburgh Reporting Service** (Pittsburgh, PA, 2008-2010)
- **Powers, Garrison & Hughes** (Pittsburgh, PA, 1993-2008)

Graphic & Web Design/Digital Editing: Developed concepts to fit the theme of various advertisements, marketing materials, and websites. Prepared formats and layout for print brochures, postcards, notecards, business cards, labels and ad inserts. Edited images, including retouching and resizing. Ad layout design for print and web publications. Enhanced photo exhibits used during court proceedings.

- Constructed and managed websites for two companies, including optimizing content (SEO), page layout, designing web images and uploading videos.
- Created company newsletters (print and PDF).
- Designed mailers to optimize messages while controlling costs.
- Designed logos for two companies.

Marketing: Identified potential clients and how to reach them. Coordinated projects for the production of marketing materials, overseeing design, layout, and formatting. Wrote ad copy and headlines to fit the company's messaging strategy and industry language. Collaborated with several co-workers to generate new ideas and refine messages. Solicited feedback from clients to identify strengths and use them in copy. Organized mass mailings and email campaigns.

- Achieved #1 ranking in several search engines for the industry category (court reporting) in the Pittsburgh Market.

Videographer Duties: Recorded meetings, transferred DV to digital and edited for video playback for use at trial. PowerPoint presentations.

IT & Web Design Duties: Designed websites (MS FrontPage). Embedded video on websites. Developed databases to track marketing information.

EDUCATION:

ART INSTITUTE OF PITTSBURGH Pittsburgh, Pennsylvania
Associate Degree: Music & Video Business

**TECHNICAL
SKILLS:**

Adobe CS6: Illustrator, Photoshop, InDesign, Dreamweaver (HTML5/CSS3), Edge Animate, Fireworks, Premiere Pro, Audition

E-commerce: Woo Themes, Woo Commerce, Open Cart

Microsoft: Word, Excel, Access, Publisher, PowerPoint, FrontPage

Analytics: Google Analytics, Google Webmaster Tools, Bing Webmaster Tools

Social Media: Facebook, Twitter, Pinterest, Instagram, YouTube, Google+

Mac & PC Proficient

Additional: Wordpress, Joomla, Yoast SEO, MailChimp, Constant Contact, basic experience in JQuery and JavaScript