

Michael Foster

GRAPHIC DESIGN & WEB DEVELOPMENT

EXPERIENCE

Poppie Advertising Design, Inc.

Graphic & Web Designer, May 2014–Present

- Maintained a high volume of client work varying from print production to web development on a daily basis. Regular work included weekly print advertisements, promotional materials for events, creation of store and event displays, digital advertising and web design and development.
- Built three websites from the ground up using WordPress—one managing a large database of available advertising assets for client partners, the other two being music festival websites seeing a combined average of over 120,000 visits per month. Migrated another website from a basic PHP build to WordPress.
- Oversaw regular maintenance and updates to client websites noted above. Daily work ranged from software updates, server maintenance and backups to site improvements, graphic creation and content management.
- Worked directly with outside vendors on the production of marketing and promotional materials, store interior and exterior displays and event displays.
- Designed signage, print and digital advertising, social media graphics, event programs, marketing materials and more for annual events including three music festivals and multiple charitable fundraisers and corporate events.
- Generated copy for, designed and developed two weekly and two bi-weekly email newsletters.

New Media NW

Graphic & Web Designer, December 2013–April 2014

- Maintained 5-10 active clients, establishing and maintaining their brands and developing marketing materials including direct mail pieces, print and outdoor advertising, promotional materials and social media graphics.
- Managed and generated web content and graphics for client websites, two of which were built from the ground up using WordPress.
- Designed and generated content for client e-newsletters.
- Designed promotional materials for annual events.

Taller San Jose

Marketing Coordinator, June 2012–September 2013

- Designed marketing and organizational materials including advertising and program materials, bi-weekly e-newsletters and quarterly mailed newsletters.
- Developed the visual theme of the organization's annual fundraising event, Light Up a Life, including invitations, event programs, posters, flyers, presentations and event displays as well as photographing the event.
- Maintained the organization's website and social media presence.

SKILLS

Development

- HTML
- CSS/SCSS
- WordPress
- PHP
- jQuery
- MySQL

Production

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

EDUCATION

Golden West College

Huntington Beach, CA

August 2010–December 2012

- Certificate of Achievement - Graphic Design Foundation
- Certificate of Achievement - Visual Communication: Graphic Design and Production