




An accomplished creative producer and project manager with ten years of team experience innovating real solutions in the publishing, scientific manufacturing and higher education industries 

## Project Management and Art Direction

- » Increased productivity 40% (by project volume) designing and implementing collaboration and reporting platform using Microsoft SharePoint Server for the College of Computing at Georgia Tech.
- » Delivered 286 communications projects from '05-'07. Managed average daily load of 7 projects with durations from 2 weeks to 3 months for a client base of 246 computing faculty and administrators.
- » Coordinated volunteers and managed production of print collateral for non-profit safety awareness campaign.
- » Managed ad schedule and design for 8 ongoing campaigns from '03-'05 for products released by Olis, Inc.
- » Created system to track and report media and blog hits for 176 persons and entities on a daily basis.

## Print and Web Design

- » Designed product packaging for James Bond audio collections and helped to renew interest in stagnant titles at Brilliance Audio. Inventory sold out one month after issue of redesigns.
- » Doubled monthly web traffic from less than 700 unique visitors each month in 2003 to an average of 1900 each month of 2004 with redesign of olisweb.com.
- » Designed logos and identity packages for 10 organizations in '05-'06.
- » Redesigned College of Computing website and online identity.

*See portfolio of work online at [johndavid.us](http://johndavid.us)*

## Marketing and Communications

- » Created bi-weekly HTML email campaign resulting in immediate increase in audiobook retail sales for Brilliance Audio in 2001. The campaign remains in use.
- » Created monthly newsletter, *The Compiler*, for the College of Computing internal community of students, staff, faculty, alumni and industrial partners.
- » Wrote 42 news releases for the College of Computing website between February and July, 2007.

## Work Experience

### Communications Manager

*June 2006 to Present*

The College of Computing at Georgia Tech • Atlanta, Georgia

- Directed all graphic design projects: identity development, print collateral and websites for the college and its affiliated research centers
- Developed platform for managing collaborative communications projects
- Directed news and marketing copywriting projects
- Managed outsourced web development projects
- Provided all client and vendor interfacing for the communications office
- Wrote procedural documentation and managed group best practices
- Reported to Director of Communications

*Received 2007 "Outstanding Support and Service Staff" award*

### Graphics Specialist

*July 2005 to June 2006*

The College of Computing at Georgia Tech • Atlanta, Georgia

- Designed recruiting materials, event promotions, dynamic presentations and other identity collateral
- Redesigned College of Computing website
- Assisted developers in choosing and implementing a custom-configured website CMS
- Assisted director in developing communication plan
- Consulted internal clients on communication strategy
- Reported to Director of Communications

# John David Sturgill johndavid.us

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## Designer, Advertising and Web

*June 2002 to December 2005*

Olis, Inc. • Bogart, Georgia

- Designed and developed 250-page corporate website
- Produced technical copy, photography, illustrations, animations and dynamic content for website
- Managed Apache development server and performed production server maintenance
- Designed ads, trade-show materials and software interface graphics
- Managed development of product sales material
- Managed ad and product release schedule
- Designed product database schema for inventory and quoting systems
- Implemented PHP + MySQL technical support database
- Reported to VP of Marketing and Communications

## Graphic Designer

*January 2001 to June 2002*

Brilliance Audio • Grand Haven, Michigan

- Created bi-weekly HTML direct marketing email newsletter
- Designed graphics and layouts for retail website
- Designed audiobook packaging (1 title per week on average)
- Managed package vendors to maintain production quality
- Designed 64-page monthly direct-mail catalog and large-format catalogs for distributors and retailers
- Designed ads for national trade and retail publications
- Edited marketing copy for catalogs, sell sheets, newsletters, ads and retail website
- Led department in the absence of director
- Reported to Art Director

## Graphic Designer

*March 2000 to January 2001*

Lee Printing and Graphics • Muskegon, Michigan

- Headed graphics/pre-press department for full-service printing company
- Designed corporate newsletters, brochures, ads, business cards, menus, identity collateral, political campaign literature and signage, posters, vinyl displays and Web graphics
- Managed print projects including client consultation, design concept and content development, prepress and production
- Performed communications and IT support for sales team

## Graphic Designer

*May 1996 to September 1997*

Commercial Offset Printing, Inc. • Grand Haven, Michigan

- Headed graphics/pre-press department for full-service printing company
- Designed corporate newsletters, brochures, ads, business cards, menus, labels, posters and identity collateral
- Grew design services to increase sales
- Developed design project management system
- Consulted with clients on design and content development
- Performed all pre-press production work including paste-up, negative printing, masking and stripping

## Education

### Georgia Institute of Technology

*2006*

Office of Organizational Development Courses: Time Mastery, Project Management, Presentation Skills

### Michigan State University

*Fall 1997 to Spring 2000*

Completed 50 credit hours

### Software

|             | Advanced User | Used Recently |
|-------------|---------------|---------------|
| PhotoShop   | •             | •             |
| Illustrator | •             | •             |
| Dreamweaver | •             | •             |
| FreeHand    | •             |               |
| Flash       |               | •             |
| QuarkXpress | •             |               |
| InDesign    | •             | •             |

### Authoring

|            | Advanced User | Used Recently |
|------------|---------------|---------------|
| HTML       | •             | •             |
| JavaScript |               | •             |
| CSS        | •             | •             |
| PhP        |               |               |
| MySQL      |               | •             |
| Flash      |               | •             |