

Christopher J. Mueller

Graphic Design • Website Design • Tradeshows • Illustration • Advertising Design
Marketing Planning and Implementation

Career Objective

To apply my skill set to a well-matched, long-term career opportunity and be involved as part of a team to create a companies' substantial success in their respective marketplace.

Work Experience

03/09 – Present Senior Marketing Specialist, DataClarity Corporation, Raleigh, NC

Website www.dataclaritycorp.com

Accomplishments Managing corporate website and online marketing via email campaigns and prospect nurturing using online marketing automation software synced into SalesForce. Also utilized CMS (content management system) to maintain online presence. Marketing also included setting up and tracking in excess of 500 online resources available to registered visitors.

Applications Used Joomla CMS, Pardot Marketing Automation Application, Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Microsoft Office Suite, Javascript, and CSS. Comfortable in both Mac and PC platforms.

08/07 – 02/09 Senior Art Director, Littleton Advertising & Marketing, Raleigh, NC

Website www.littletonadvertising.com

Accomplishments Managing creative team for design firm as well as solely responsible for branding entire client accounts which consist of some of the East coasts' best residential developers. Design concepts are used in a myriad of applications: print publications, high-end brochures, large-scale graphics for sales/design centers and many other collateral pieces (cutsheets, community sitemaps, etc.)

Applications Used Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Microsoft Office Suite, Javascript, and CSS.

Work Experience (cont.)

- 03/05 – 08/07** Creative Director, eWeb Designs, Raleigh, NC
- Website** www.ewebusa.com (online portfolio) and www.roirevolution.com
- Accomplishments** Managed creative module for website design firm including overall website design and supporting printed solutions for all clients. Also responsible for maintaining the eWeb Design website as well as our other Google Analytics and PPC Campaign firm, ROI Revolution.
- Applications Used** Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Macromedia Dreamweaver, Macromedia Freehand, Microsoft Office Suite, CorelDRAW, limited but knowledgeable experience in Macromedia Flash. Also experienced in Javascript, and CSS.
- 01/00 – 03/05** Owner & Operator, PowerGraphics, Inc., Raleigh, NC
- Website** www.powergraphicsinc.com (online portfolio)
- Accomplishments** Complete turnkey creative services solutions in print, advertising and web for both local and national businesses.
- Applications Used** Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Pagemaker, Macromedia Dreamweaver, Macromedia Freehand, Extensis PhotoTools, Microsoft Office Suite, CorelDRAW.
- 01/89 – 12/99** Creative Director, Monolith Corporation, Raleigh, NC
- Accomplishments** Complete turnkey design solutions in print, advertising and web for Monolith and sister company, Integrated Dealer Systems. Inclusive to the position were additional responsibilities of designing tradeshow layouts and supporting graphics, photography direction and countless in-house design needs (Monolith's intranet: MonoNet, inner-office forms training materials design, award design and implementation, etc.).
- Applications Used** Adobe Acrobat, Adobe Photoshop, Adobe InDesign, Extensis PhotoTools, Microsoft Frontpage, Microsoft Office Suite, CorelDRAW, Corel Ventura.
- 08/86 – 11/88** Graphic Designer, GE Microelectronics, Research Triangle Park, NC
- Accomplishments** Serving the GE Microelectronics Training Unit in a graphics capacity including design and overseeing production of all training materials, training presentation graphics, as well as assist in pre- and post-production of training videos.

Work Experience (cont.)

- 08/84 – 07/86** Illustrator, Ferree Illustration Studios, Raleigh, NC
- Accomplishments** Provide a wide array of classic illustration solutions to studio clients including pen and ink, pencil, airbrush, and watercolor, as well as complete graphic design solutions in print.
- 01/83 – 06/84** Graphic Designer, Gilbert Efron Communications, Cleveland, OH
- Accomplishments** Design all forms of printed media and collateral material as well as advertising design for a wide array of local and national clientele including The American Society for Metals and The Cleveland Opera.

Education

- 09/80 – 09/82** Art Institute of Pittsburgh, Pittsburgh, PA
Associate in Specialized Technology Specializing in the field of Visual Communications
- Education Focus** Graphic Design, Advanced Illustration
- 09/78 – 07/80** Polaris Vocational Center, Middleburg Heights, OH
Education Focus Graphic Design, Illustration, Advertising Business Theory
- Awards** First Place State and Second Place National:
Vocational Industrial Clubs of America skill competition

Miscellaneous

- Marital Status** Married
- Date of Birth** February 18, 1962
- Interests** Fine Arts, Woodworking, Singing (The General Assembly Men's Chorus)

Contact Information

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Professional references available upon request.