



# Anthony McPherson

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11310 Brangus Ln, Charlotte, NC 28227

## PROFESSIONAL SUMMARY

Experienced Graphic Designer and Event Planner bringing 20 years' of experience applying technical and creative abilities to diverse customer projects. Highly effective at collaborating with artistic, project, production and administrative leadership to complete tasks according to budget and schedule goals.

## SKILLS

- Proficient in Adobe CS5
- Excellent communication skills
- Complex problem solving
- Creative design layouts
- Superb eye for detail
- Logo design
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Office Suite
- Self-motivated work ethic
- Photo editing

## WORK HISTORY

### FREELANCE DESIGNER

01/2000 to CURRENT

#### Self Employed | Charlotte, NC

- Designed website layouts, templates and unique branded looks.
- Put together videos for social media, advertising and informational purposes.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Delivered edits with multiple camera angle choices, titles, graphics, audio and special effects.
- Evaluated and selected scenes for pacing, entertainment value and continuity , trim shots and edit content.
- Developed and managed projects from concept to completion, including storyboards, post-production editing and final delivery formats.

### LEAD PASTOR

04/2015 to 08/2017

#### Revolt Charlotte | Charlotte, VT

- Provided spiritual care through visitation, counseling and prayer.
- Planned and conducted worship services, wrote sermons and worked with key church leaders to carry out church mission.
- Oversaw administration and management of all areas of ministry.

### SENIOR PARTNER

08/2007 to 05/2014

#### MAZ Entertainment | Charlotte, NC

- Helped develop and implement promotional strategies to drive business to firm.
- Performed face-to-face meetings to finalize contract for services and event details.

- Launched social media campaign to promote special events.
- Coordinated with participating vendors during event planning.
- Confirmed permits, insurance, and notices needed for events.
- Supervised onsite team of 50, including caterers, audio-visual technicians, and facility management team.
- Generated client retention by accurately organizing and executing special promotions and events.

## **WORSHIP PASTOR**

*04/2005 to 12/2010*

### **Freedom Temple Ministries | Rock Hill, SC**

- Recruited volunteers for choirs and worship teams.
- Coordinated music and special vocals for each worship service.
- Developed programs for holidays and unique events.
- Oversaw administration and management of all areas of music ministry including 100+ volunteers.
- Monitored team performance, including developing performance improvement plans and recommending achievement awards.

## **MULTI-MEDIA DESIGN SPECIALIST**

*05/1999 to 07/2006*

### **The Connecting Place | Charlotte, NC**

- Developed creative design for marketing packages, including print materials, brochures, banners and signs.
- Built corporate brand by designing cohesive looks between elements such as logos and letterheads and motion graphic for internal broadcasts.
- Developed print materials such as brochures, banners and signs.
- Designed website layouts, templates and unique branded looks.

## **EDUCATION**

### **High School Diploma**

**West Charlotte High School, Charlotte, NC**