Mike Turko

GRAPHIC DESIGNER | DIGITAL DESIGNER | PRODUCTION ARTIST

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PROFESSIONAL SUMMARY

Detailed, well-organized, solutions-oriented Graphic Designer offering extensive experience and proven expertise in digital design and print design. Exceptional time management skills and client relation skills, ability to work well both independently and collaboratively. Accustomed to performing in a fast, deadline driven environment with emphasis on efficiency, creativity, innovation, and quality control. Learns new technology quickly and is committed to continuous learning in all areas of technology and design.

AREAS OF EXPERTISE

- ✓ Layout, typography, color theory
- ✓ Print design
- ✓ Digital design
- ✓ Graphic design software
- ✓ Industry standards
- ✓ Motion graphics & animation
- ✓ Image editing
- ✓ Web design
- ✓ Web development
- ✓ Branding and visual identity
- ✓ Digital advertising
- ✓ Time Management
- ✓ Problem solving
- ✓ Feedback and critique
- ✓ Project Management
- ✓ Print production
- ✓ Adaptability

CAREER HIGHLIGHTS

- Ten-year track record of successfully project managing and executing annual open enrollment campaigns for 15-20 clients– all within the 4-month open enrollment window.
- Designed and developed a large Marsh McLennan Agency client's employee health and wellness website— maintained and made weekly updates for over 8 years.
- Led and managed numerous high-profile design projects over a 15-year career, demonstrating exceptional leadership and project management skills.
- Successfully navigated evolving design trends and technological advancements, continuously innovating and adapting workflows to deliver visual solutions that exceed client expectations.

PROFESSIONAL EXPERIENCE

Graphic Design Specialist

Marsh McLennan Agency – Conshohocken, PA – October 2014 to Present

Responsible for the ongoing internal communications of 10-15 Marsh McLennan Agency clients along with Marsh McLennan Agencies' marketing and internal communication creatives.

- Collaborate with Marsh McLennan Agency clients to accurately execute their branded internal communications— html emails, outlook emails, benefit guides, PowerPoints, animated videos, websites, newsletters, postcards, and posters
- Create interdepartmental efficiencies by developing design templates and design platform training modules on common content edits and creative updates
- Provide Marsh McLennan Agency sales and marketing teams with digital and print ads, social media graphics, trade show banners, email templates, and other internal communications.

Digital Designer | Project Manager

Digital First Media - Corporate Office - Fairless Hills, PA - 2010 to 2014

Designed, developed, and managed a wide variety of deliverables for Digital First Media's 800+ multi-platform products, which required extensive knowledge and on the fly learning of numerous programs and platforms.

Web Development: Developed Web Collateral

- Designed and developed corporate intranet pages along with HTML corporate email newsletters, responsive HTML email promotions and responsive landing pages for advertisers
- Rolled out vendor widgets, integrated new ad code and took on support requests for various CMS systems, which support 270+ websites

Email Campaigns: Leveraged strong project management capabilities to effectively design and implement Digital First Media's email campaign product, enabling efficient execution of requested email campaigns

- Developed HTML email templates
- Designed and coordinated development of online reservation / creative form
- Created PowerPoint templates to display email analytics
- Designed, developed, tested, and dropped email campaigns

Graphic Design: Created marketing material for Digital First Media's corporate marketing department including digital ads, contest landing pages, infographics, responsive HTML email promotions and responsive landing pages, corporate HTML email newsletters, PowerPoint presentations, logos and various graphics as requested

Project Management: Managed a large online/print product.

- Diagnosed and resolved account issues
- Managed the set-up of new accounts in collaboration with third party vendors and Account Representatives
- Produced daily PDFs of online auto listings for print, utilizing updated XML feeds supplied by vendor and InDesign

Digital Designer
TheMorningCall.com - Allentown, PA - 2007 to 2010

Member of a team of in-house designers and developers that developed online products and provided digital assets for a large news website.

- Created digital advertising, blog sites, email promotions and landing pages
- Developed concepts and executed deliverables while working independently sans crucial details and collaborated closely with sales representatives and clients to achieve client objectives
- Handled all the procedural requirements necessary for various online products to appear correctly online by deadline

Graphic Designer | Production Artist
The Morning Call Newspaper - Allentown, PA - 2005 to 2007

Designed, produced, and project managed many of the print products associated with a major newspaper.

- Managed various full color print products such as "Bride & Groom" and "Homes" - designed ads and covers; tracked and collected 50-80 ad assets scheduled for each month's publication; prepared and packaged files; worked closely with internal and external print shops on specs and file naming convention; proofed bluelines and color keys; executed required revisions; signed off on project for print
- Brought a wide variety of products to print including newspaper and magazine ads, direct mail pieces, catalogs, inserts and menus
- Designed print ads in a strict deadline environment with and without client guidance

TECHNICAL PROFICIENCIES

✓ Adobe Creative Suite	✓ InDesign	✓ After Effects	✓ PowerPoint
✓ Photoshop	✓ XML XSLT	✓ Premiere Pro	✓ HTML
✓ Illustrator	✓ Microsoft Office	✓ Mac & PC	✓ CSS

EDUCATION

Kutztown University of Pennsylvania
BSBA – with a Specialization in Marketing