

# Mike Turko

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## GRAPHIC DESIGNER | DIGITAL DESIGNER

### PROFESSIONAL SUMMARY

Detailed, well-organized, solutions oriented Graphic Designer offering extensive experience and proven expertise in digital design / development and print design / production— exceptional time management skills; ability to work well independently as well as 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.

### TECHNICAL AND DESIGN SKILLS

- |                                    |                                |                 |
|------------------------------------|--------------------------------|-----------------|
| ✓ Adobe Creative Suite             | ✓ Industry standards           | ✓ Premiere Pro  |
| ✓ Photoshop                        | ✓ Motion graphics & animation  | ✓ Mac & Windows |
| ✓ Illustrator                      | ✓ Animated Powerpoint          | ✓ Guides        |
| ✓ InDesign                         | ✓ Image editing                | ✓ Advertising   |
| ✓ Layout, typography, color theory | ✓ Web design and development   | ✓ HTML Emails   |
| ✓ Print design and production      | ✓ Branding and visual identity | ✓ Logos         |
| ✓ Project Management               | ✓ Microsoft office             |                 |
|                                    | ✓ After Effects                |                 |

### WORK EXPERIENCE

#### Graphic Design Specialist

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

I create a wide variety of media including animated videos, websites, html emails, guides, newsletters, postcards, power points and infographics which our clients use for their internal communications such as the communication of employee benefits, health and wellness, and open enrollment information. I also create a wide range of marketing collateral and internal communications for Marsh McLennan Agency.

#### Web Designer / Project Manager

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

I designed, developed, and managed a wide variety of deliverables for DFM's 800+ multi-platform products which required extensive knowledge and on the fly learning of countless 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, took on support requests for various CMS systems, which support 270+ websites

**Email Campaigns:** Leveraged strong project management capabilities to effectively design and implement DFM's email campaign product enabling efficient execution of sold email campaigns

- Developed HTML email templates
- Designed and coordinated development of online reservation / creative form
- Created Power Point 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 online flash ads, contest landing pages, infographics, responsive HTML email promotions and responsive landing pages, corporate HTML email newsletters, power point presentations, logos plus 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 / Graphic Designer

*The Morning Call - Allentown, PA - 2005 to 2010*

**Online Designer:** Member of a team of in-house designers and developers which developed online products and provided online creative for a large news website.

- Expertly created flash ads, blog sites, email promotions and landing pages while continuously learning the latest technological advances and innovations
- Developed concepts and executed deliverables while working independently sans crucial details as well as collaborating 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

**Production Artist:** Designed, produced, and 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 blueslines 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

## EDUCATION

### Kutztown University of Pennsylvania

*BSBA - with a Specialization in Marketing*

### UCLA Extension

*Course - Clear and Descriptive Writing*