

Creative Director Creative Director Creative Denver, CO Work Experience Creative Director
MICHAEL HYSTEAD DESIGNS - Denver, CO July 2002 to Present Over 10 years of experience
providing print design, photography, event management and marketing services for a wide range of
industries from nightlife and fashion to real estate and architecture Created Media Booth, an
interactive photo booth experience: www.media-booth.com Designed and produced the highly
successful event, SNOWBALL: The Winter Fashion Show, Club Vinyl Branded several new
establishments in Denver, Minneapolis, and Los Angeles with identity, logo designs, marketing
materials, and social media marketing Increased sales for Tryst Lounge, Denver by creating a new
marketing campaign with various themed events on a monthly basis sales MICHAEL HYSTEAD
DESIGNS - Denver, CO February 2012 to February 2018 Created new identity for Platinum
Nightclub and increased sales as a result of new marketing materials, photography, menus,
promotions, social media networking and street marketing UNIVERSITY OF COLORADO
DENVER, CO Web Trainer / Quality Assurance Coordinator February 2012 - February 2018
Train staff on website design strategies and best practices using Microsoft SharePoint Designed
and developed websites and print materials to support the training program Created the process
and documentation necessary to perform standard testing procedures General Manager / Marketing
Director MICHAEL HYSTEAD DESIGNS - Denver, CO October 2010 to December 2011 Test
University web applications for functionality and design standards compliance Conduct open lab
support and training for faculty and staff drop-ins on two campuses MIX MUSIC LOUNGE
DENVER, CO General Manager / Marketing Director October 2010 - December 2011 Created
the identity, concept and marketing plan in this downtown Denver lounge and nightclub Hired all
staff and provided training on product knowledge, sales goals and customer service Designed the
website, business cards, posters, flyers, banners, etc. for all marketing campaigns Produced
multiple fashion shows and other events on a weekly and monthly basis Successfully directed all
creative branding, advertising design, promotions and event production Graphic Designer / Web
Developer MICHAEL HYSTEAD DESIGNS - Denver, CO January 2009 to October 2010
Performed as Graphic Designer and Web Developer for University Web Services Supported over

20 websites on campus, including College of Arts & Media Consulted on campus client web user experience and graphical user interface design options Marketing MICHAEL HYSTEAD DESIGNS - Denver, CO March 2006 to April 2007 Created advertising concepts for the CU Online RTD Bus Marketing Campaign Developed several websites on campus using Adobe Photoshop and Microsoft SharePoint REFINERY INTERACTIVE AGENCY DENVER, CO Sales Executive March 2006 - April 2007 Built business relationships that resulted in record sales for the office Conducted sales presentations with Fortune 500 clients and business partners Closed the largest account, and the fastest close of an account from cold call to contract Represented the company at trade shows, networking events and conventions Developed sales strategies, proposals, and pricing plans for large project bids Web Developer MICHAEL HYSTEAD DESIGNS - Denver, CO January 2004 to March 2006 Developed corporate websites and intranets for a wide range of well-known clients Education Bachelor of Arts in Communication UNIVERSITY OF COLORADO DENVER - Denver, CO Skills Fashion, Customer Service, Promotional, Demo, Outgoing Links <http://www.hystead.com> Certifications/Licenses Train the Trainer April 2017 to Present This 3 day workshop was held in San Diego, CA by TrainSmart, Inc. (www.trainsmartinc.com) - Excellent sessions that I would recommend to anyone looking to polish their presentation skills.

Name: Michael Adams

Email: amberbenjamin@example.net

Phone: 547-474-4425x6943