Brian Childs

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**Qualifications Profile**

Creative professional with strong conceptual skills and advanced strategic instincts; diverse experience in graphic design, digital content, and full stack development. Exceptional management capabilities and a passion for digital strategy; on top of current design trends, and best practices for both print & digital asset creation. Adept at seeing a project through from concept, design and to multi-platform and device testing.

Advanced ability to solve challenging problems creatively; comfortable working with ambiguity and adaptable to change. Strong written and verbal communication skills, informed by the belief that the success of a project relies heavily on testing, adjusting, rethinking and retesting so the final product is truly exceptional, no matter the platform. Comfortable using data to inform design decisions. ***Areas of expertise include:***

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| **Creative managment** | **DESIGN** | **DEVELOPMENT** |
| * Creative Direction * Art Direction * Project Management * Strategic Planning * Collaboration | * Digital Design * Print Design * Web Design * UI/UX * Typography | * E-commerce * Interactive * Front-end Web Development * HTML & CSS Best Practices * Technical Programming |

**Professional Experience**

Petrolia Marketing, Englewood, CO

**Graphic Artist,** 2017 – Present

Lead planning, development, and implementation of all marketing strategies and communications for small businesses. Drive creative initiatives to produce effective communication and branding efforts in print, video, social, and digital.

*Key Achievements:*

* Mobilized graphic design and UX/UI to create effective digital, large format design and print production services for small businesses.
* Awarded performance bonus from Automotive Internet Marketing.

Medical Sales College, Littleton, CO

**Digital Marketing Manager,** 2015 – 2016

Developed, implemented, and tracked a range of digital marketing campaigns, bolstering online presence and establishing a strong social media character. Identified emerging trends and optimized performance to generate more followers and higher enrollment.

*Key Achievements:*

* Generated thousands of followers through expertly designed and developed LinkedIn and Twitter pages.
* Achieved previously unseen levels of enrollment that ultimately led to new campuses.

XL Edge, Englewood, CO

**Art Director/ Project Manager,** 2012 – 2015

Oversaw the conceptual design for all digital and print marketing. Directed production scheduling for monthly publications. Promoted and managed three team members.

*Key Achievements:*

* Enhanced efficiency and streamlined the production schedule.
* Led successful marketing campaigns for brands including General Mills, Kraft, Unilever, and Kroger.

Alphagraphics, Denver, CO

**Graphic Designer/ Print Production,** 2010 – 2011

Managed the full cycle of design products, from conception to deliverables. Produced large format prints and print marketing for many different types of media.

*Key Achievements:*

* Managed workflow and deadlines for multiple projects across teams to get tangible results for clients.

**Education/Training**

**Full Stack Coding Bootcamp**

Denver University, Denver, CO

**Bachelor of Arts in Graphic Design and Digital Communication**

Colorado Institute of Art, Denver, CO

**Technical Proficiencies**

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| **Software:** | Adobe Creative Suite (Photoshop, InDesign, Illustrator), Adobe Acrobat, After Effects, Premier, Dreamweaver, WordPress, HTML, CSS, JavaScript, jQuery, Node, SQL, Bootstrap, Google Dev Tools, VS Code, React, Express, Mail Chimp, Microsoft Office Suite (Word, Excel, PowerPoint) |