

# David Lang

## Mission-Driven Graphic Designer & Marketer

davidlang.design · Everett, WA

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### ABOUT DAVID

I am a designer and marketer with a focus on mission-driven organizations. I reside at WBEC Pacific, and previously worked in marketing for nonprofit, manufacturing, casino, and educational groups.

### WORK EXPERIENCE

#### **Women's Business Enterprise Council Pacific - Marketing & Communications Specialist** **JANUARY 2024 - PRESENT**

- Develops event collateral, social media, and the organization's new website.
- Orchestrates new branding guidelines for the organization.
- Writes content for social media & newsletters.
- Oversees analytics for website and social media traffic.
- Advises on IT best-practices for the agency.

#### **HopeWorks Social Enterprises - Marketing Manager** **JUNE 2023 - NOVEMBER 2023**

- Executed the full visual side of marketing for half-a-dozen local small businesses & non-profits.
- Provided creative support to related programs & non-profits as needed.
- Maintained multiple marketing channels, including on-site TVs, websites, and analytics.
- Researched & implemented new tools for further business development.

#### **HopeWorks Social Enterprises - Graphic Designer & Digital Content Specialist** **FEBRUARY 2022 - JUNE 2023**

- Designed collateral for half-a-dozen local small businesses & non-profits.
- Assisted with design support for related programs & non-profits as needed.
- Maintained various marketing channels, including on-site TVs and websites.
- Researched for new tools for further business development.

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### WORK EXPERIENCE (cont'd)

#### **Marketing Assistant** - *Fluid Motion, LLC*

**SEPTEMBER 2020 - FEBRUARY 2022**

- Created, wrote, and designed marketing material and advertising for multiple boat makes (Ranger Tugs & Cutwater Boats) and associated campaigns.
- Oversaw various marketing channels including the brands' websites and newsletter.
- Provided IT assistance.

#### **Graphic Designer** - *Angel Of The Winds Casino Resort*

**SEPTEMBER 2020 - FEBRUARY 2022**

- Created advertising for casino promotions, concerts, food & beverage specials, events, and back-of-house happenings.
- Designed internal collateral for the casino including documents and signage.
- Managed the day-to-day operation of all TVs on the property.
- Assisted in launching and maintaining a rebuilt website for the casino.

### EDUCATION

#### **Eastern Washington University** - *Bachelor of Arts, Visual Communication Design*

- 3.8 GPA
- Post-baccalaureate.

#### **Eastern Washington University** - *Bachelor of Arts, Geography*

- 3.5 GPA - cum laude
- Certificate in Geographic Information Systems.
- Minor in Visual Communication Design.

### SKILLS

Adobe After Effects · Adobe Illustrator · Adobe InDesign · Adobe Photoshop · Adobe Premiere · Advertising · Attention to Detail · Collaboration · Copywriting · Digital Marketing · Geographic Information Systems · Layout Design · Microsoft Office · Mission Driven · Motion Design · Nonprofit Marketing · Print Design · Reliable · Small Business Marketing · Teamwork · Web Design · WordPress