

# David Lang

## Mission-Driven MarComm Professional

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### ABOUT DAVID

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

### WORK EXPERIENCE

#### **Women's Business Enterprise Council - Pacific**

**Marketing & Communications Manager:** August 2025 - Present

**Marketing & Communications Specialist:** January 2024 - August 2025

- Led web development for the organization's new website, increasing web traffic by 20% and reducing bounce rate by 12% within one year.
- Increased LinkedIn following by 35% and Instagram following by 32% within first 16 months.
- Maintains an open rate of over 45% for eblasts, with a click rate over 10% for monthly newsletters.
- Develops organization assets for events, social media, and web, including visuals and copy.
- Oversees assets and systems for digital business cards, marketing analytics, branding, web calendar, blog, and more.
- Runs visual and audio assets during signature networking and event presentations.

#### **HopeWorks Social Enterprises**

**Marketing Manager:** June 2023 - November 2023

**Graphic Designer & Digital Content Specialist:** February 2022 - June 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.

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### WORK EXPERIENCE (cont'd)

#### Fluid Motion, LLC

**Marketing Assistant:** 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.

#### Angel Of The Winds Casino Resort

**Graphic Designer:** February 2019 - June 2020

- 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 · Analytics · 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