



STEPHEN WILKERSON

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PROFESSIONAL SUMMARY

Stephen Wilkerson is a multimedia designer operating in The Greater Philadelphia Area with broad organizational experience, including web design, brand development and eCommerce solutions. He also contributes diverse capabilities in social media management, content marketing and video editing.

SKILLS

- Art Direction
- Brand Development
- Conceptualization
- Sketching
- Problem-solving abilities
- Digital Ad Campaigns
- Copy Writing
- Layout Design
- Package Design
- Print Production
- Content Marketing
- Logo Design
- Product Fulfillment

EXPERIENCE

Digital Designer - Content Manager October 2019 - Current
16SCORE & THIRTEEN | Wilmington, Delaware

- Designing concept driven streetwear to curate on the brand's website.
- Designed the brand's website while managing continuous updates.
- Increasing website traffic through SEO.
- Organizing and managing products through eCommerce applications (Shopify, Woocommerce)
- Increasing sales through the development and implementation of strategic plans.
- Managing the brand's social media pages with content scheduling applications (Facebook Creator Studio, Hootsuite)
- Designing, editing, and managing static and video advertisements for social media.

Freelance Graphic Designer April 2010 - Current
Self-Employed | Wilmington, DE

- Assisted clients in understanding their available options and helped them select the right service plans for their needs.
- Acknowledged customer issues and resolved their problems quickly and efficiently.
- Emphasized the specific product features that would stand out to customers, showing them

product limitations and capabilities.

- Accepted and processed customer payments in cash, credit cards and checks, checking for validity.
Evaluated the customers' needs and provided service options to meet their requirements.
- Employed knowledge of Adobe Creative Suite to make appropriate branding Materials recommendations for the following clients:

Silverside Church | Wilmington, De

Bliss Elements Salon & Spa | Elsmere, De

That Natural Stuff | Wilmington, De

Natural Apothecare | Wilmington, De

The Floating Mammoth Collective (Music Band) | Wilmington, De

The Chris White Gallery | Wilmington, De

Life Works Medical Center | Pooler, Ga

Hypersapien (Music Band) | Savannah, Ga

Billy's Place | Savannah, Ga

Zion Method Dance Academy | Savannah, Ga

McDonough's Irish Pub | Savannah, Ga

EDUCATION

Liberal Arts

Georgia Southern University, Statesboro, GA