

MICHAEL DO

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Mkhoido.com

WORK EXPERIENCE

High Dive- Social Media Manager

January 2013-Sept 2014

Gainesville, FL

- Local music venue promoter
- Social media optimization experience with constant monitoring of optimal publish times and social media audience research
- Helped extend media outreach and event awareness
- Managed Wordpress coding, Facebook, Twitter for main website and maintained event info
- Event flier design and optimization across various social media platforms
- Constant communication with bands through email and handled various event inquiries and promotion requests

Reitz Union Board of Entertainment- Graphics Chair

2011-2015

University of Florida

- Bands Committee.
- Help coordinate free local concerts and various event planning
- Designed flyers for variety of events
- Assistance in event design materials

March of Dimes- Design Intern

Sept 2014-2015

Gainesville, FL

- Designed all materials for silent auction event including fliers, donation cards, auction pieces, posters and more
- Attended office phone and managed incoming inquiries
- Worked with company branding as graphic designer
- Improved company brand image and consistency
- Edited and revamped ad and promotion materials

Fox Sports Class Graphic Designer

Spring 2015

University of Florida

- Worked with Fox Sports as primary client to form campaign materials towards promoting Fox Sports Go app
- Designed detailed campaign plan book outlining full campaign materials
- Illustrated and composed storyboards for television ad mockups and social media ad mockups

Adwerks in AdSociety- Graphic Designer

Fall 2014

University of Florida

- AdWerks team to form campaign and marketing materials for clients
- Primary graphic designer in team of peers
- Worked with 3am Boutique and Corks & Colors as clients

Student Activities & Involvement- Graphic Designer / Marketing

Summer 2015

University of Florida

- Designed Make It Reitz move-in materials
- Design SFA and SAI Annual Reports and documents
- Managed SAI website requests
- SAI social media management

The Agency- Art Director

Summer 2015

University of Florida

- UI and website redesign
- Logo designs for wide range of clients
- Working in student-run agency enviroment

Team Graphic Designer

UF Campaigns class (Fall 2015)

University of Florida

- Capstone campaigns class
- Primary graphic designer in team of peers
- Client: Sallie Mae
- Print experience with 150 page campaign book

Graphic Designer

UF ESSIE (Fall 2015)

Gainesville, FL

- Designed annual report and newsletter
- Accommodating design for print

EDUCATION

Bachelor of Advertising (Fall 2015)

College of Journalism

University of Florida, Gainesville, FL

Graduate Certificate in Web Design (Spring 2017)

University of Florida, Gainesville, FL

SKILLS

Photoshop*

InDesign*

Illustrator

Dreamweaver

Hootsuite*

CSS

HTML

Excel

SolidWorks

PaintTool SAI

Wordpress

Twitter

Facebook

Ableton Live

Final Cut Pro

VDMX

Aperture

Resolume Arena

* Certified