

FELTON L MARTIN III

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Objective

Experienced Graphic Designer with a proven track record of creating impactful marketing campaigns and visually compelling designs. Seeking a challenging design role that leverages my expertise in graphic design and digital marketing to drive brand success and engagement.

Professional Summary

- 20+ years of experience in graphic design and 3+ years experience in digital marketing.
- Proficient in developing and execution digital marketing strategies to increase brand visibility and revenue.
- Skilled in creating eye-catching graphics, illustrations and multimedia content for various digital platforms.
- Strong analytical abilities to measure and optimize campaign performance.
- Exceptional communication skills to collaborate with cross-functional teams and clients.

Professional Experience

JSCM Group 2018-2023

Digital Marketing Manager

Developed and executed comprehensive digital marketing strategies that increased website traffic by 30% and increased revenue 15% annually.

Managed multiple sales and infosec campaigns ensuring seamless collaborations with sales and tech side on project deliveries.

Conducted in-depth market research and competitor analysis to identify opportunities for growth and optimization.

Oversaw email marketing campaigns, utilized SEO, SEM and social media advertising to drive organic and paid traffic.

Designed all print and digital advertisement, website graphics, sales presentations and webinar decks.

Austin Canvas 2009-2018

Graphic Designer

WooCommerce

Wordpress

Print and digital design

Wide-format design & production

Photoshop rendering

Storefront graphics

Vinyl application

Digital billboard design

Morehead State 2005-2008

Graphic Designer

Brochure design

Magazine layout

Banner & billboard design

Digital graphics

Re-branding institutional marketing projects

Flightchecking print files

Archive photographs and graphic files

Designed all department displays

Skills

Adobe Suite • Photoshop • Illustrator • Indesign • Adobe XD • Google Adwords
Squarespace • Wordpress • Mailchimp • Teams

Education

Virginia Commonwealth University - B.F.A. Communication Arts & Design
Springboard - UX Design Course Certificate

References

Available upon request