



Michael Shaffer

CG ARTIST & GRAPHIC DESIGNER



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"Pleasure in the job puts perfection in the work" -Aristotle

EXPERIENCE

Art Director

RMD ADVERTISING

FEB 2022 - CURRENT

Design marketing materials, motion graphics, and videos for print, tradeshow & social media.

Freelance Artist / Web Designer

OWNER

SEPT 2017 - JAN 2022

Work with various companies consulting, web design, graphic design, rebrand, data automation, AdWords, and video editing.

Creative Director

SIGNALSONLINE

MAR 2019 - AUG 2020

Improve both brand and online identities. Build marketing campaigns to increase ad accuracy. Design ad, website and trade show materials. Create, update and maintain brand style throughout 6 online identities. Photograph and video products. Manage AdWords & Amazon Marketplace campaigns.

Marketing Comm. Specialist

SKY CLIMBER

JULY 2016 - AUG 2017

Design ads, trade show materials, product catalogs, brochures, email campaigns, product videos, binders, project breakdowns, magazine articles, website design, CMS, and social media.

- Educate clients on non-standard custom solutions offered by Sky Climber through email marketing, news updates, ads and magazine articles
- Design affiliate websites to reflect our brand and improve user experience
- Design and print product catalog for international use

Marketing and Media Manager

SIGNAWORKS

JAN 2014 - JULY 2016

Improve Signaworks and its other online identities. Manage website SEO, Analytics and SERP rankings, improving traffic to the sites.

- Launch and maintain a YouTube campaign that decreases the staff's time spent on the phone with customers by 12 hours per month per team member leading to a win/win experience for both customer and staff

Technical Director

EDGEFLOW ANIMATION

JAN 2014 - JULY 2016

Oversee all aspects of the technical pipeline.

EDUCATION

FULL SAIL UNIVERSITY

NOV 2009 - JUNE 2013

Bachelor's of Science in Computer Animation

SKILLS

ADOBE PHOTOSHOP	ADOBE ILLUSTRATOR	ADOBE AFTER EFFECTS	ADOBE INDESIGN			
AUTODESK MAYA	ADOBE PREMIERE PRO	GOOGLE ADWORDS	AMAZON MARKETPLACE			
MOTION GRAPHICS	GRAPHIC DESIGN	PHOTOGRAPHY	VIDEO PRODUCTION & EDITING	PRINT		
COMMUNICATION	ANALYTICS	PYTHON	JAVA	HTML & CSS	SEO	BRANDING
TIME MANAGEMENT	LEADERSHIP	ADAPTABILITY	CREATIVITY	PROBLEM SOLVER		

