

Charles Davis

(978) 855-1805
charles@davisimages.com
davisimages.com (portfolio)

Over 20 years of experience and a successful track record in graphic and web design using Adobe Master Creative Cloud Suite. Proven creative, marketing, and technical skills to effectively and efficiently see projects from concept to completion. Creative, innovative and original with a positive attitude. Hard working, works well under pressure, a great team player. Background in customer service, management, and as a team leader working with tight deadlines, gives the confidence to achieve maximum results and success on all projects.

Education

Massachusetts College of Art
Bachelor of Fine Arts
Major: Illustration

Professional Experience

Mayhew Steel Products, Turners Falls, MA 2014 – PRESENT

Marketing Manager/Graphic Designer

- Designing traditional marketing print collateral including packaging, brochures, sell-sheets, flyers, postcards and tradeshow materials adhering to marketing and corporate identity guidelines
- Designed customer/vendor print and digital support documents for new and existing products – highlighting the features/benefits – enhancing sales and understanding of the products
- Design and submit print and web advertising to trade magazines and websites
- Designing digital deliverables including email blasts via Constant Contact focusing on new product and press releases, along with promotional communications on Facebook, Instagram and other social media
- Photography for new products show-casing features and benefits – using Photoshop to enhance and silhouette for print and web
- Shooting and editing video for tradeshows and How-To-Videos
- Collaborating with Sales and Customer Service teams to brainstorm ideas, tactics and concept development

Pelland Advertising, Haydenville, MA 2010 – 2014

Senior Web/Graphic Design

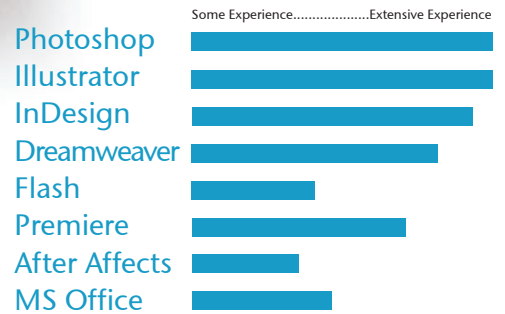
- Design and maintain nearly 230 custom websites and graphics.
- Design Direct Mail, Corporate Identity, Packaging, Print Collateral, Logo, Advertising, Labels, Flyers, Pre-Production, Production, Full Color Printing, Annual Reports, Catalog, Web Graphics, Flash Animation and video production/editing.
- Social Media - Facebook business page, and Twitter design and maintenance.

Deluxe Inc., Groton, MA (Formerly NEBS) 1999 – 2009

Senior Corporate Designer – Product Designer

- Designed and produced vehicles for corporate sales needs, including: training flyers, posters, coupons, multimedia presentations, and custom logos – Flash, video, special effects and music. Troubleshoot electronic files.
- Designed and maintained business products; custom forms, logos, and line art for catalog use.
- Improved Business Logo Design Book by using creative layout processes.
- Assisted in the production of a successful and cost-effective promotional video presentation.
- Introduced a timesaving color correction process for clothing line and streamlined process to request services.
- Ignited revenue stream for custom orders by developing custom products for company catalog.
- Created, modified digital imagery, making production edits and effects for print and web media
- Performed pre-press imaging functions including: RIPping, page production and layout, image retouching, color correction, scanning, digital photography as well as coordinated and oversaw pre-press printing process to printer.

DESIGN SOFTWARE



SKILLS

