

Christopher Potter

marketing.graphic design.web solutions

OBJECTIVE

Energetic, creative Marketing Executive with diverse experience in fast paced deadline-oriented settings, seeks a challenging position in a bold company. Striving to work in a close-knit creative environment with other professionals developing communication campaigns for print and digital media.

EXPERIENCE

Director of Creative Design & Marketing OnPoint Direct, LLC ◦ February 2006—Present

- Created brand identity and brand standards for national company
- Management team member in charge of Marketing, Systems and Design
- Lead department of Web/Graphic Designers and Software Architect/DBA

Independent Graphics Consultant Various Clients ◦ November 2002—Present

- Developed print materials for Wisconsin Governor Jim Doyle
- Web site construction, upkeep and skills tutoring for educational and private organizations
- Created advertising and promotional campaigns for local merchants

Director of Marketing Daniel M Jaffe, PLLC ◦ February 2005—November 2005

- Built and maintained 4 websites and the company intranet to draw clients and streamline workflow
- Developed internship program and managed interns

Graphic & Web Designer Instructional Media Development Center ◦ May 2003—June 2004

- Produced variety of print and electronic collateral Wisconsin State Departments
- Designed company's Intranet and implemented automated Web versions of common hand-written forms, Web work focused on redesign, content management and database integration using ASP

Media Director 97.1 FM WSUM Want Sum Campaign ◦ February 2003—November 2003

- Designed and coordinated all advertising pieces and media contacts for the campaign, which raised more than \$10,000 for operating costs and paid the tuition of one student

Webmaster Democratic Party of Wisconsin ◦ April 2003—September 2003

- Redesigned the Party Web site interface and restructured the informational content

EDUCATION

Bachelor of Arts Degree: Journalism—Strategic Communications

University of Wisconsin - Madison ◦ May 2004

SOFTWARE

Dreamweaver CS3 ◦ Fireworks CS3 ◦ Freehand MX ◦ Flash CS3 ◦ InDesign CS3 ◦ Photoshop CS3
Illustrator CS3 ◦ QuarkXpress 7 ◦ MS Word ◦ MS Excel ◦ MS PowerPoint ◦ Keynote ◦ MS Access
MS SQL ◦ Visual Studio ◦ ASP/HTML/CSS ◦ Mac OSX ◦ Windows XP

references and writing samples available upon request/online portfolio at www.christopherpotter.com

8208 E Chaparral Rd
Scottsdale, AZ 85250
480.678.3984
chris@christopherpotter.com

