



Adrian Davis
Interactive Media Designer
Marketing+Print+Web

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mobile site



A pro-active opportunity minded leader and problem solver with a passion for innovation and excellence!

Adobe Creative Suite CS5
Quark Xpress
HTML5
CSS
PHP
RSS/XML
Javascript

E-Commerce Site Design
QR Code & Mobile Design
User Interface Design Experience
SEM & SEO
Website Optimization
Usability
Information Architecture

Pharmaceutical Industry Experience
HIPPA Certified
Email Marketing & Design
Facebook Application Development
International Keyword Research
Print Production
Multi-Lingual Website Design

Experience

02.27.12 – 09.27.12

Access To Patients (Medici Global) – Web Designer

Worked under the Vice President of Marketing as an integral part of a small team of cutting edge pharmaceutical emarketing and social media professionals. Produced materials for national print campaigns with QR code & mobile site tie-ins. Duties included design, coding, deployment and metric reporting of HIPPA Compliant HTML email blast, social media graphic/logo creation, multi-lingual & international landing page design, Google/Bing/Yahoo ad design, Facebook ad design, updating and maintaining company website and social media study groups, communicating with project managers and outside vendors.

05.22.07 – 02.25.12

Team Sports Planet Inc. – Interactive Media Designer/SEO Specialist

Worked directly with the owners of the company (CEO & President) in the development, execution and distribution of the email marketing campaign, in addition to reviewing analytical data to enhance effectiveness and profitability.

Independently proposed, developed, implemented and managed all search engine optimization (SEO), local SEO, image optimization, web optimization and social media initiatives, as well as link exchange campaigns, content distribution, generating monthly targeted traffic reports and developing an effective keyword strategy to enhance PPC Campaigns.

Managed blog and all social media outlets, cultivating brand awareness and improving customer relations while diligently searching for areas of weakness and opportunity.

In addition to the aforementioned activities, various day to day responsibilities included, but not limited to: Product photography, purchase order generation, uniform design, emblem production, art work creation for silk screen, embroidery and vinyl transfer with sizing and pantone color matching done as needed.

07.22.06 – 02.16.07

Saul Ewing LLP – Marketing Coordinator/Graphic Designer

Responsible for creation of departmental and practice group marketing materials for all 9 of the Saul Ewing LLP offices. Duties include, but not limited to updating monthly practice group newsletters, layout and design of brochures, sponsorship ads, post cards and various other print materials.

Freelance/Published/ProBono

08.03.09 – 08.14.09

World Communications Charter School

Developed original illustration, concept and design for royal and white t-shirts in 1 color and 3 color formats.

09.12.06 – 09.31.06

A.B.L.L.E.

Created logo and brochure for the Swarthmore College student organization "A.B.L.L.E."

07.30.10 – 08.07.10

ATM Designs

Selected Model, arranged shooting locations and photographed products for local jewelry designer.

Education

07.05.02 – 06.16.06

The Art Institute of Philadelphia, Philadelphia, Pa
Bachelor of Science in Graphic Design

Awards & Affiliations

Received AI Gold Award
Achieved Best of Quarter Winter 05
Achieved Best of Quarter Spring 05
Member of ALGA Philadelphia