



MARCUS BAKER
GRAPHIC/WEB DESIGNER
810.813.4153
INFO@MARCUSTBAKER.COM

CAREER PROFILE

Creative designer with over 15 years of experience specializing in logo, graphic design and web design. Professionally trained and competent in a wide range of design software and equipment including Adobe Photoshop, Illustrator, In Design, Dreamweaver and WordPress. A strong track record of creating eye catching visual communications that build brand identity and engage customers.

CAREER HIGHLIGHTS

- Developed concepts that directly increased the company profit by \$30K-\$40K annually.
- Helped countless startups and small businesses with brand creation and extension.
- Designed a billboard for Flint Community Schools that was used in 10 different locations and sparked excitement for the event.
- Designed and printed t-shirts for USPS mail carriers throughout the metro Detroit area.

EXPERTISE

- Adobe Creative Suite
- WordPress
- MailChimp
- Presentation Design
- Social Media Design
- Graphic Design
- Web Design
- Infographics
- Landing Pages

WORK EXPERIENCE

Freelance Graphic/Web Designer

Sept 2018 - Present

- Handle multiple projects while still meeting tight deadlines.
- Advise clients on the best strategies to use for their particular products and desired audiences.
- Design and set-up print ready artwork for hundreds of clients.
- Service a variety of businesses with various graphic designs from business cards to web sites.
- Manage and coordinate graphic design projects from concept through completion.

Valnet Media - Montreal, Quebec

Jan 2018 - Sept 2018

Remote Freelance Graphic Designer

- Design and execute web-ready digital content and campaigns to promote brand identity and corporate communications.
- Design 200+ social media postings a month which increased web site traffic.
- Manipulate images for use on the website to promote company offerings online.
- Conduct a quality check of all projects to ensure the end products were error-free.

Freedoms Lifestyle - Farmington, MI

April 2008 - Jan 2018

Freelance Graphic/Web Designer

- Designed logos, websites, infographics, social media campaigns, online advertisements and banners to support client marketing objectives.
- Successfully completed client projects worth up to \$600,000.
- Created content on and maintained 10+ websites and landing pages for various marketing campaigns.
- Coordinate freelance designers, consultants and vendors to meet all project requirements.
- Lead the organization's social media brand strategies.

X-Press Graphics - Flint, MI

March 2001 - Jan 2006

Graphic Designer /Sign Fabricator

- Successfully manage and coordinate graphic design projects from concept through completion.
- Created designs & concepts that directly increased the company profit \$30k - \$40k annually.
- Managed freelance artists and employees enabling the company to meet critical deadlines.
- Worked with clients and vendors to create a vision, conceive designs, and consistently meet deadlines and requirements.
- Created t-shirt designs for United States Postal Service that were used in local Post Offices.

EDUCATION

Graphic Design - Mott Community College, Flint, MI

1999-2001 Completed 60 credits toward BA in Graphic Design

Visual Communications 1 & 2 - GASC Technology Center, Flint, MI

1997-1999 Received Certificate