

Mike Call

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Skills Summary

Creative Direction

- Ensure that the communication and business strategies are supported (met/fulfilled) by the work being created. Provide input when needed to make the most of each creative opportunity.

Communication Design/Production

- HTML and CMS web sites, animation design/production, video production, HTML email, collateral, trade show support, events, annual reports, advertising, direct mail, and inbound marketing

Consulting Resource

- Creative strategy development
- Implementation and management of marketing communication programs
- Integrated marketing, communications and business/sales analysis

Project Management

- Scheduling responsibility for creative team and production process
- Client, creative team and vendor management
- Fiscal responsibility for all projects

Software Expertise

Web , Interactive and Print Design

- Adobe Dreamweaver, Fireworks, HTML and CSS coding, WordPress, LearnDash, WooCommerce, Constant Contact and HubSpot
- Adobe InDesign, Illustrator, Photoshop, and Acrobat

Miscellaneous

- Microsoft Office Products
- Video and Audio Editing Software

Education

Bachelor of Science in Communications, Specializing in Graphic Design
Fitchburg State College, Fitchburg, MA

Achievements

Creative Services Manager

Culver Company – Salisbury, MA

June 2017–Present

- + Manage a department of 6 creative staff and a print production manager. Responsible for overseeing the quality of work, development of new products and staff development
- + Directed the development of 3 templated product sites, the corporate site, and several other sites all in WordPress. The sites included the use of eLearning software (LearnDash), WooCommerce, and videos

Creative Director

Call Design – Merrimack, NH

1995– June 2017

- + Analyze the marketing needs and goals by consulting with client's management, product development, sales and marketing departments to implement a wide range of marketing projects
- + Create branding strategies and marketing communications for small businesses and Fortune 1,000 high-tech companies with global marketing offices, and ensure branding and message consistency and direction
- + Manage the creative team, financial and scheduling aspects of all projects, including production and distribution
- + Increase brand recognition by implementing a consistent brand identity across a wide variety of marketing initiatives including; collateral, web site design, HTML email campaigns, inbound marketing campaigns, trade show/event materials, advertising and direct mail
- + Develop inbound marketing strategy, content strategy and informational structure, site design, and produce or direct the programming and implementation of web sites

Art Director

PennWell Publishing – Nashua, NH

1994–1995

- + Collaborated with various magazine editors and writers to determine cover art direction based on lead articles
- + Enhanced client-supplied photography using Adobe Photoshop and Illustrator to create the cover designs and article artwork for three magazines
- + Designed page layouts for Special Issues and Articles

Senior Graphic Designer

Quantic Communications – Andover, MA

1991–1994

- + Key member of a three person team who created the company's Multimedia Department, developing sales strategies and work flow and production methodologies for high-tech and financial clients
- + Designed, directed and produced multimedia programs consisting of kiosks, presentations and interactive raffles for high-tech and financial clients using Macromedia Director
- + Designed and produced literature, advertising, direct mail, trade show and event support