

MICHAEL HALDEMAN

▽ ONLINE PORTFOLIO

MikeAngelStudios.com/Portfolio

MikeAngelStudios.com/Gallery

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PROFESSIONAL SUMMARY

- ▽ A driven creative with decades of experience developing clean, dynamic and engaging design, who can take a project from concept to completion, and understands the marketing fundamentals that go with great design. An organized and proactive problem-solver and project manager with experience in a team-oriented corporate marketing environment, my objective is to secure a Senior Graphic Design or Senior Creative position that allows me to utilize my skills and years of experience and engage in challenging projects.

PROFESSIONAL EXPERIENCE

▽ Brand Manager

GRISWOLD HOME CARE

December 2018 – Present • Plymouth Meeting, PA

- ▶ Create and manage special marketing projects for a network of independent franchise owners, while driving adoption of marketing platforms and ensuring brand standards are upheld.
- ▶ Provide design and marketing support to franchise network and manage relationships with print and tech vendors.

▽ Senior Graphic Designer and Print Production Specialist

GRISWOLD HOME CARE

January 2016 – December 2018 • Plymouth Meeting, PA

- ▶ Provide print and web design and marketing support to a network of independent franchise owners, ensuring brand standards are upheld and marketing materials adhere to industry standards.

▽ Graphic Designer and Print Production Specialist

GRISWOLD HOME CARE

August 2014 – December 2015 • Plymouth Meeting, PA

- ▶ Provide design and marketing support to a network of independent franchise owners and maintain relationships with third-party print vendors and tech service companies.

▽ Graphic Designer (Contractor)

GRISWOLD HOME CARE

August 2012 – Jul 2014 • Plymouth Meeting, PA

- ▶ Provide design services and support for corporate marketing team and independent franchise owners by developing print and web advertisements, direct mail and promotional materials.

▽ Graphic Designer (Contractor)

EQUIPMENT MARKETERS

August 2012 – Jul 2014 • Cherry Hill, NJ

- ▶ Provide graphic design support for B2B laundry equipment supply business and assist in developing marketing strategies for lead generation, event promotion, and overall brand awareness.

▽ Principal Graphic Artist and Creative Consultant

MIKE ANGEL STUDIOS

May 2003 – Present • Levittown, PA

- ▶ Specializing in Graphic Design Services, Logo and Branding Design, Illustration, Promotional Design, Web Graphics and Creative Marketing Concepts. Notable clients include Independence Blue Cross, PECO, and Saint Gobain.

SKILLS

▽ ADOBE CREATIVE SUITE

- ▶ Photoshop CC 2019
- ▶ Illustrator CC 2019
- ▶ InDesign CC 2019
- ▶ Acrobat Professional CC 2019
- ▶ AfterEffects CC 2019

▽ MARKETING

- ▶ Lead Generation
- ▶ Inbound Marketing
- ▶ Email Marketing
- ▶ Direct Mail
- ▶ Print Advertising
- ▶ Social Media Marketing

▽ PLATFORMS

- ▶ PC/MAC
- ▶ Hubspot
- ▶ Email Marketing (e.g., MailChimp)
- ▶ Website Creation (e.g., Squarespace)
- ▶ Basic HTML/CSS

▽ MICROSOFT OFFICE

- ▶ Microsoft Word
- ▶ Microsoft Powerpoint
- ▶ Microsoft Outlook

▽ MISCELLANEOUS

- ▶ Vector/Digital Illustration
- ▶ Photo Retouching
- ▶ Print Production

EDUCATION

▽ BFA in Illustration

MARYLAND INSTITUTE, COLLEGE OF ART • Baltimore, MD

- ▶ Traditionally trained in the Fine Arts with a focus on digital graphic art.