



Mike Volkmar

5116 Chalice Lane, Wilmington, NC 28409
(203) 435-0470
mike@thevolkman.com

EXPERIENCE

Creative Director

Proficient Learning Wilmington, NC May 2014 – Apr. 2019

Responsibilities at Proficient Learning cover all aspects of corporate and training design and execution.

- Corporate branding, print advertising and collateral
- Design yearly trade show booth and conference tables
- Support life science training programs with custom materials such as workbooks, posters, game elements, interactive documents and speaker presentations
- Conceptualize simple graphics to explain complex concepts
- Develop, design and deploy company Web sites

Instrumental in designing an experiential learning training conference that garnered industry-wide praise, resulting in very happy clients, and recognition from the **24th Annual Communicator Awards**, and the **LTEN Excellence Awards**. Read more here: <http://bit.ly/experientialworkshop>

The trade show booth that featured the experiential learning concept and the results of that training event has been recognized by the **Hermes Creative Awards** and the **Summit Creative Awards**.

Web/Email Developer

Jurlique Irvington, NY/Santa Monica, CA July 2009 – Dec. 2013

- Maintain three company Web sites for U.S., Australia and United Kingdom built on the Venda platform. Advanced training saved the company money and time to bring new features online
- Instrumental in building, delivering and supporting the largest promotion in the company's history when featured on the **TODAY Show** - resulting in **20,000 sales in 24 hours**
- Built and delivered email campaigns. Maintained email lists

Art Director

World Wrestling Entertainment Stamford, CT Aug. 2002 – Apr. 2009

- Developed email/newsletter templates for marketing
- Created thousands of banner ads promoting pay-per-view events, merchandise and cable programming
- Designed logos and wrote accompanying style guides for events, talent and divisions
- Maintained art bank for licensees
- Executed print projects & campaigns, package design, postcards, sell sheets, magazine ads, posters and apparel from design through retouching and final production
- PowerPoint presentations for sales, financial, HR and promotions

Freelance Designer

Wide range of clients including: Day Design, Luxury Institute, Underground Quality, Fear No Ad, The Italian Market, Metal Mayhem Music, Vanguard Graphics Staffing, Clinical Dynamics, and North American Breweries among others.

EDUCATION

Paier College of Art

Hamden, CT
BFA in Graphic Design

Advanced Photoshop

Techniques for advanced users

QUALIFICATIONS

- Developed logos, style guides and corporate image for a diverse clientele
- Art directed and/or designed music CDs, DVDs, promotional print media and package designs
- Extensive corporate communications experience, specializing in business presentations and meeting collateral
- Developed templates and designs for email marketing and newsletters
- Art directed and designed multiple on-line banner campaigns
- Web and interactive multimedia development
- Work extensively with multiple CMS platforms large and small
- Copy writing for proposals, Web content, presentations and advertisements
- One-on-one client contact, instrumental in sales pitches and maintaining client relationships
- Directed artists, programmers, photographers, copywriters, videographers and narrators
- Proficient on PC and Mac platforms with Adobe CC and Office suites
- Wield a mean X-acto blade when necessary

PERSONAL

- Pups Without Partners Greyhound Adoption Webmaster
- Former Boy Scout leader
- Enjoy outdoor household projects, making crafts and fixing stuff
- We host a killer Halloween party with props we make ourselves