



# Mike Volkmar

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## 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