



# Chris Michalik

## Graphic Design

[www.chrismichalik.com](http://www.chrismichalik.com)  
[chrismichalik@msn.com](mailto:chrismichalik@msn.com)  
(727) 455-6052  
c\_michalik



### Experience:

#### 09/2012 – 05/2016 | Graphic Designer/Marketing Assistant | BioBag Americas, Inc. | Dunedin, FL

- Implemented and enforced new brand standards after rebranding, including creating a branding guide
- Created new company website, modifying the WordPress template provided by international parent company
- Created, updated, and proofed packaging, ads, signage, emails, coupons and any other marketing collateral
- Prepared art files for printers
- Maintained database of all product photos, including photographing new products or packaging
- Managed company website, updating content and pulling reporting
- Managed and built company social media presence
- Designed and executed email campaigns, including implementing a responsive email layout

#### 07/2007 – 04/2010 | Marketing Coordinator | Tech Data Corporation's TDAgency | Clearwater, FL

- Designed ads, collateral, emails and signage, while adhering to brand and media requirements
- Determined campaign objectives, messaging and creative direction
- Executed email campaigns, including design, testing, scheduling, distribution and reporting
- Managed client accounts as the point of contact for stakeholders, responding to inquiries, providing regular status updates and interpreting results
- Coordinated print, email, web, promotional product and development fund projects that included maintaining accurate schedules and securing funding
- Wrote and edited marketing copy in support of copywriting team
- Updated marketing program websites in support of other coordinators

#### 02/2007 – 05/2007 | Marketing Production Intern | Visit Tampa Bay | Tampa, FL

- Designed print collateral to promote the Tampa Bay area as a vacation and convention destination
- Printed and prepared materials in in-house print room
- Processed media inquiries for logos, stock images, and stock videos
- Maintained web pages and photo libraries recapping recent events

### Education:

#### B.A. in Marketing | Florida State University

- Minor in Communications
- Phi Sigma Theta National Honor Society

### Volunteer Experience:

- 08/2014 – present | Camera Operator  
Northeast High Football Team | St. Petersburg, FL
- 08/2010 – 08/2012 | Marketing & Online Coordinator  
ACS Relay for Life | Seminole, FL



#### Design Areas:

Print Design  
Packaging Design  
Branding & Identity  
Web Design  
Email Design  
Social Media  
Advertising  
Signage



#### Programs:

Photoshop  
Illustrator  
InDesign  
Acrobat  
Dreamweaver  
Premier  
Encore  
Microsoft Office



#### Technical Skills:

HTML  
CSS  
PHP Editing  
WordPress  
CMS  
Email  
Social Media



#### Other Skills:

Photography  
Videography  
Video Editing

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