

**Michael R. Swan II**  
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## **Objective and Summary of Qualifications**

Seasoned creative looking to join an organization that will allow me to combine my talent and experience in multi-media advertising design, graphic communications and project management to contribute to the profitability and success of the team.

### **Advertising / Graphic Design / Print / Video / Web Design / Interactive / 3D Events & Trade Shows / Branding / Project Management / Team Building**

- Motivated and versatile graphic artist with a demonstrated history of creativity, innovation and performance in web development, print and interactive marketing for many industries.
- Polished, energetic and highly talented Project Manager experienced in producing multiple marketing projects simultaneously as well as balancing business operations and management.
- Superior interpersonal skills proven to cultivate productive relationships with key decision makers, peers, and team members to achieve corporate marketing, sales, and customer service objectives.

## **Professional Experience**

Burgess Industries, Inc. - Minneapolis, MN

2005-2007

### **Marketing Director**

Led initiative to re-brand and re-introduce a 30 year old company to the highest level of print industry including OEMs such as Goss, Heidelberg, Screen, Fuji, KBA, Komori, and the largest printers in North America such as RR Donnelley & Sons, Vertis, Malloy, Gannett and Tribune Companies. Success in repositioning company resulted in increased opportunities and generating new revenues by over 25% annually. Increases are directly attributed to marketing efforts within industry publications and events, collateral materials, online strategies and trade show marketing.

The Flashpoint Design Group - Minneapolis, MN

1995-2004

Flashpoint was marketing and internet professional service firm that developed, designed and deployed successful traditional and interactive marketing campaigns, web sites and graphic design projects. Organized facilities, hardware and software resources to attract and recruit independent 'best of class' programmers, artists, musicians and designers for cooperative development. Macromedia Premier Partner with Flash and Generator (dynamic flash utility for data-driven content). Designed and co-developed proprietary CMS.

### **Principal**

Researched market, identified need, developed corporate strategy and business plan; then launched company. Currently responsible for nearly every facet of the organization including managing US and International sales, project development, IT support, P&L accountability, strategic market planning, business and partnership development, image and product branding, developing press relationships, contract negotiation, and marketing (from guerrilla to traditional).



The Flashpoint Design Group cont.

***Interactive Project Manager / Art Director***

Managed project teams and time-lines to ensure that deliverables were on budget, to specification and customer's satisfaction. In addition to hands-on production, Held the lead sales role, conducted sales/production meetings, developed/managed budgets, generated proposals, and designed functionality, specifications and artistic vision for well over 300 projects.

***Graphic and Advertising Designer***

Created many effective layouts and designs for virtually every industry, medium and function. Experienced in all aspects of designing logos, positioning statements and creating/maintaining corporate brand identity across multiple mediums. Intuitive in designing to broad and specific needs. I have a full command of all major advertising/graphic design software packages, photography (digital and traditional), video, animation, audio, typography, color theory, 2D and 3D. I am fully versed in providing materials to vendors for output, manufacture or reproduction.

Power On Software, Inc. - Minneapolis, MN

1994-1996

***Art Director and Public Relations Manager***

Dramatically improved all capacities of strategic marketing, brand management and niche market development. Responsible for marketing, advertising, public relations initiatives and campaigns. Redesigned company logo, web site, collateral, and company image. Implemented aggressive advertising campaigns and trade show presence which created sales and market growth objectives. Grew relationships among press and instigated co-marketing partnerships among industry-recognized companies.

All American Bottling, Inc. - St. Paul, MN

1992-1994

***Senior Presales Representative***

Generated over \$1,300,000 annual sales. Managed distribution, product introduction, rotation, and inventory for 100-120 accounts weekly. Responsible for opening new accounts, organizing promotions and selling displays. Created POS/POP and designed product displays. Coordinated merchandiser's, drivers, accounts receivable, and vending equipment and visi-coolers with retail management. Doubled product position in downtown Minneapolis within six months.

U.S. Army - 1st Infantry Division (Big Red One) Fort Riley, KS

1988-1992

***Field Artillery Surveyor***

Promoted to rank of Specialist (E-4), within 1.5 years. Held Secret Security Clearance for 6 years. Toured Persian Gulf before, during, and after Operation Desert Shield/Storm, decorated Combat Veteran. Received an Honorable Discharge.

***Professional Associations, Accomplishments and Education***

Webmaster and Member of Minneapolis Warehouse District Business Association (WDBA)

Member of Minneapolis Technology Corridor

Member Macromedia Flash Advertising Alliance from inception until 2003

Organized and ran first Twin Cities Macromedia Flash User Group - 2001-2003

Macromedia Premier Partner - 2001-2003

UCON, MacWorld, Strictly Business, NetSuds, GraphExpo, Nexpo, Print, ING, and many others

Advertising/Graphic Arts - Brown Institute - Minneapolis, MN (3.5 GPA)

President of Brown Institute Student Council 1997-1998

Primary Leadership Development Course - US Army - Fort Riley, KS

References available upon request



### **Internet Development Skills:**

- Internet expertise (web designer since 1995)
- Key areas include web site architecture for B2B, B2C, C2C, graphic design, dynamic web sites, e-commerce, web-based applications, Flash animation and applications
- Co-developed WCMS (web content management software)
- Audit clients organizations to ascertain needs for graphic design, web-based applications and database interaction scope and design
- Firm Search Engine Optimization and meta-data understanding
- Efficient in creating web sites to WC3 standards (effective cross platform/web browser)
- Web server familiarity (hosting, SSL, email and dedicated servers)
- Experience with most internet programming languages
- Focus on user experience and quantifying Return On Investment by creating and utilizing web based data- driven assets

### **Graphic and Advertising Design Development Skills:**

- Created many effective layouts and designs for virtually every medium and function
- Experienced in all aspects of creating and maintaining corporate brand identity
- Intuitive in designing to broad and specific needs
- Full command of all major advertising/graphic design software packages, photography (digital and traditional), video, animation, audio, typography, color theory, 2D and 3D
- Fully versed in providing materials to vendors for output, manufacture or reproduction
- Brown Institute Advertising Design (3.5 G.P.A.)

### **Print Development Skills:**

- Researched and contracted printers and manufacturers for advertising design jobs such as CD-ROM printing and duplication, business cards, letterheads, brochures, books/booklets, postcards, posters, flyers, billboards, large/small vehicle graphics, decal/stickers, trade show wares, packaging, newsprint and much more
- Prepress experience for virtually every type of printer and material
- Coordinate delivery and distribution of marketing materials
- Two-five color processes
- Experience with finishing services such as die cuts, embossing, varnishes, folds, special inks and other treatments

### **Interactive Development Skills:**

- Art direction and production of animation, video, photography and audio as Macromedia Premier Partner
- Three years focused on dynamic interactivity, animation using Flash and Generator and database integration
- Designed developed and delivered interactive multimedia web sites, presentations for Internet and CD-ROM
- Developed dynamic Flash template systems for personalizing CD-ROMs and email campaigns; extending use of deliverables for clients
- Designed image, interactivity, information dissemination and call to action for many interactive projects

### **Management Skills:**

- Self employed for almost 10 years with more than 14 years of supervisory experience
- Completed over 300 advertising design and visual communication projects of \$1,000-\$50,000
- Strong interpersonal and communication skills
- Design experience for virtually every type of project and medium
- Proven US and International sales history
- Performed client audits and generated proposals
- Strong budget and time table estimation
- Interviewed, hired and managed up to eight employees
- Researched and managed vendors for audio, illustration, print, programming, sales and many other services
- Organized meeting facilities, curriculum and taught first Macromedia Flash User Group in Twin Cities area
- President of Brown Institute Student Council

