

Patrick A. Detwiler

GRAPHIC DESIGNER

Outstanding design skills, critical thinking, attention to detail and an ability to balance multiple projects enable this award-winning professional with 30 years of experience in graphic design, marketing and public relations to develop compelling communication solutions utilizing print, digital and mass media strategies. Possessing highly effective communications skills and an ability to develop strong relationships, this motivated team member is looking to secure a position that invites creative collaboration in meeting organizational/client goals.



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7071 Big Bend Dr
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PLATFORMS



Mac OS



Microsoft Windows

SOFTWARE



Adobe Creative Suite

InDesign
Photoshop
Illustrator



Microsoft Office

Word
Excel
PowerPoint



Google

Mail
Calendar
Sheets
Docs
Drive



MailChimp

ADDITIONAL SKILLS

Digital Print Production

Canon ImagePress C750
Fiery Command Workstation 6
Duplo DC-616
Slitter/Cutter/Creaser

Logo Development

Digital Photography

Nikon D700
Studio and Location

Copywriting/Editing

Wayfinding

Event Planning

EXPERIENCE

2014-2022

Creative Coordinator

College of The Albemarle • Elizabeth City, North Carolina

- Designed and produced print and digital assets, and supported all college departments with graphic and publication needs
- Collaborated with external partner on annual digital engagement plan, including strategy, concepting, messaging and placement
- Served as college photographer and managed all photographic assets
- Led college through complete rebranding, including logo, website, identity system, environmental graphics and marketing materials
- Acted as college brand manager overseeing all uses of college mark and identity to ensure adherence to brand standards
- Produced printed materials for both external and internal audiences utilizing high-volume digital press and ancillary equipment
- Oversaw all website maintenance and social media activity
- Wrote copy for marketing campaign materials, brochures and ads
- Developed marketing project management system that allows users to see all projects, check status, identify originator, locate files and view production specifications
- Directed all aspects of projects produced externally, including quote procurement, providing print ready files and proof approval
- Implemented external wayfinding system, including branded design, location mapping and message schedule

2002-2014

Director of Marketing and Public Relations

Albemarle Health • Elizabeth City, North Carolina

- Designed publications, marketing materials, advertisements and patient education documents, and served as creative resource for internal customers
- Planned and produced marketing campaigns utilizing traditional and digital media
- Served as copywriter and public information officer/media contact
- Coordinated activities of external marketing and public relations agency including strategic planning, multimedia advertising campaigns, website and social media, and public and media relations
- Consolidated marketing functions in house for annual savings of \$200,000 (2002-2009)

1991-2002

Creative Coordinator

Southern Regional Health System • Riverdale, Georgia

- Assisted with development and implementation of marketing plans
- Produced external and internal marketing campaigns
- Served as internal creative resource and art directed all photography
- Coordinated activities of external marketing agency
- Redesigned internal wayfinding system

EDUCATION

1986-1990

Bachelor of Fine Arts with Honors with Distinction in Humanities

Graphic Design Major • GPA 3.74

University of the Arts • Philadelphia, Pennsylvania