

Michael K. Martin

626 Bluebell Court • Wellington, Florida, 33414 • United States
561-706-9024 • mkevmartin@gmail.com

Professional Experience

Freelancer and Creative Coordinator at AdTraffic Advertising
Wellington, Florida • United States

• **Graphic Designer**

February 2018 to Present

- Continue all graphic design skills on a remote basis.
- Maintain relationships with clients with ongoing projects.
- Continually gain new skill sets using Adobe products.
- High capacity to work in a remote workplace.

RAM Group
West Palm Beach, Florida • United States

• **Graphic Designer**

February 2018 to 2020

- Develop campaigns for automotive agencies and maintain revisions as necessary.
- Campaigns include web banners, HTML revisions, E-Blasts, mailers, logos, branding, newspaper and magazine ads.
- Form and maintain relationships with Sales Representatives and management working closely to get the desired look for each print and web campaign.
- Continue to increase skill set using Adobe Suite products.

Cox Media Group, Newspaper Shared Service - Palm Beach Newspapers, Inc.
West Palm Beach, Florida • United States

• **Ad Production Lead**

August 2012 to 2018

- Continue to perform all Creative Coordinator duties.
- Developed and maintain key relationships with digital ad production partners in Manila, Philippines.
- Maintain working relationship with print ad production partners in Pune, India.
- Instruct overseas production teams in new policies and standards.
- Oversee 9 employees on the floor in daily operations including ad traffic, ad layout and page sending.
- Assist in employee evaluation and development in job cross-training.
- Trained advertising sale staff in company based cloud software. (Ad ordering, tracking and proofing tool)
- Attend management meetings in areas of print and digital products offering ideas and facilitating change.
- Lead special projects within the ad production team.
- Work with other Team Leads in Atlanta, Dayton and Austin newspapers brainstorming and facilitating group wide workflow and policy change.

Cox Media Group, Newspaper Shared Service - Palm Beach Newspapers, Inc.
West Palm Beach, Florida • United States

• **Creative Coordinator**

August 2011 to August 2012

- Maintain the ability of all previous graphic design responsibilities.
- Instruct offshore team members in development of print and digital advertisement ideas.
- Provide insight and ideas to sales executives for campaign development.
- Redesign, adjust or create full design for digital and print advertising.
- Upgraded skill set in Adobe Creative Suite.

- Knowledge in Microsoft Word and Excel.
- Traffic/route ad orders to proper production teams.
- Review ad orders and correct mistakes before design implementation.

Palm Beach Newspapers, Inc. - The Palm Beach Post
West Palm Beach, Florida • United States

• **Graphic Designer**

October 2000 to August 2011

- Prepare notes and instructions for workers who assemble and prepare final layouts for printing.
- Work closely with Sales and clients to produce highly effective marketing design/layout.
- Key information into computer equipment to create layouts for client or supervisor.
- Engaged in meetings with Account Executives and clients to determine long-term success.
- Continuously upgrading skill set with Flash and basic HTML coding through Dreamweaver.
- Determine size and arrangement of illustrative material and copy and select style and size of type.
- Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary revisions.
- Study illustrations and photographs to plan presentation of materials, products, or services.
- Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites.
- Confer with Account Executives to discuss and determine layout design.
- Review final layouts and suggest improvements as needed.
- Use computer software to generate new images/advertisements.

United States Marine Corps
Miramar, California • United States

• **F-18 Jet Engine Mechanic**

December 1992 to December 1997

- Maintain, repair, build F-18 Jet Engines.
- Basic Marine Training, Guard and Security duties

Education

Palm Beach State College • AS Graphic Design
Lake Worth/Boca Raton, Florida • United States

Boca Raton High School • High School Diploma
Boca Raton, Florida • United States

Additional Skills

- Posses extreme patience, great under pressure.
- Goal and deadline oriented.
- Accept criticism well, ability to adapt to other's needs and keep an open mind.
- Ability to learn on the fly when needed.
- Comfortable in conversation in any situation.
- Enjoy troubleshooting and problem solving.
- Keen observer and thirst for knowledge.

Michael K. Martin • 561-706-9024 • mkevmartin@gmail.com