



John Thompson

Digital Craftsman

WORK EXPERIENCE

ZebraGraphics

Bowling Green, KY
2021-present

Marketing Strategist

- Manages all local client accounts
- Engages the public in sales and consultations
- Constructs marketing campaigns and materials
- Develops logos and brand identities for clients
- Designs print materials such as brochures, catalogs, signage and tradeshow graphics
- Builds websites
- Creates digital animations
- Edits videos for high quality advertising

Med Center Health

Bowling Green, KY
2017-2021

Marketing Strategist

- Maintains the brand identity for a hospital network with five campuses
- Develops marketing strategies
- Creates print materials, newspaper ads, web graphics, social media content, animation, apparel and signage
- Collaborates with television, newspapers, printers, sign companies, magazines and online advertisers
- Applies special effects to video content
- Directs photography and video shoots

ZebraGraphics

Bowling Green, KY
2007-2017

Agency Director

- Directed a team of graphic designers and web developers
- Managed all local client accounts
- Engaged the public in sales and consultations
- Developed marketing campaigns and materials
- Planned and executed trade show booths
- Installed signage

ZebraGraphics

Paducah, KY
2000-2007

Graphic Designer

- Designed logos and brand identities for clients
- Created print materials such as brochures, stationery and catalogs
- Built websites

EDUCATION

Art Institute of Atlanta

Associates in Graphic Design
1997-1999

SOFTWARE PROFICIENCY

Adobe Indesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Character Animator

WordPress

Elementor

GoDaddy

Microsoft PowerPoint

Microsoft Excel

Microsoft Word

Email Marketing

Mailchimp, Constant Contact

John Thompson
2166 Porter Pike
Bowling Green, KY 42103
jdt4hire@protonmail.com
270.780.4409



JohnTheCraftsman.com