

WORK EXPERIENCE

CrowdSouth

Bowling Green, KY
2023-present

Client Services + Design

- Point of contact for customer care and account management
- Works with clients, as well as internal web, social media, search marketing, and graphics teams to execute client goals
- Creates, assigns and tracks requests in Project Management System
- Schedules recurring or intermittent meetings as needed and provides pre-meeting agendas, leads meetings and follows up with post meeting notes and action items
- Works with clients on general needs that fall outside of internal departments:
 - Photography and videography
 - Design
 - Signage
 - Promo items
 - Physical and digital ad buys (TV, streaming, billboards, newspapers and magazines)
- Assists with marketing planning/campaign planning

Med Center Health
Bowling Green, KY
2017-2021

Lead Designer

- Maintains the brand identity for a hospital network with five campuses
- 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
- Designs most of the key graphics for the hospitals

ZebraGraphics
Bowling Green, KY
2007-2017

Creative 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

EDUCATION

Art Institute of Atlanta

Associates in Graphic Design
1997-1999

SOFTWARE PROFICIENCY

Adobe Indesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Mailchimp

WordPress

GoDaddy

Google Suite

Microsoft Suite

Midjourney AI

ChatGPT4

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

 JohnTheCraftman
 John.The.Craftsman
 JohnTheCraftsman
 JohnTheCraftsman
 JohnTheCraftman

JohnTheCraftsman.com