



CONTACT

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DAVID HUNT

DESIGNER AND MARKETING SPECIALIST

Team player who enjoys finding innovative solutions to complex design challenges. A self-starter who is equally comfortable working independently or as part of a dynamic team with a “can do” attitude.

PROFESSIONAL SKILLS AND SOFTWARE PROFICIENCY

Graphic and Web Design | Content Marketing | Branding | Project Management | Adobe Creative Suite | Photoshop | Illustrator | InDesign | Acrobat | Dreamweaver | Lightroom | Logo Design | Business Cards | Brochures | Book Design | Typography | Illustration | Layout | Concept Development | Ad Design | Photo Editing | Digital Marketing | SEO | Social Media | Storytelling | Presentations | HTML/CSS | Pre-Press | Copyrighting and Editing | Signage | WordPress | MailChimp | Shopify | Basecamp | Asana | Google Apps | UI/UX Design | A/B Testing | Site Optimization | Mac OS

EXPERIENCE

Creative Services Specialist, Tumbleweed Tiny House Company 08/2016–Current

Enhanced the Tumbleweed brand through content marketing, increased brand awareness, and utilizing marketing channels in order to engage the audience and reflect the company’s goals and vision.

- » Developed content campaigns centered around customer personas including blog and Facebook posts, free downloadable guides and a robust online Answer Center.
- » Implemented email campaigns to engage the target audiences and increase traffic and sales.
- » Worked with management and outside resources to create an over arching marketing strategy.
- » Project manager for the design, development and production of two new Tumbleweed models.

Graphic Designer, Tumbleweed Tiny House Company 01/2013–07/2016

Design and developed all graphics for the company including: Tumbleweed’s Workshop Book and Presentation, business collateral, direct marketing area web advertising, website graphics, social media graphics, 3D paper house model, signage, photo editing/manipulation, and internal company and marketing graphics. Created and implemented advertising campaigns which directly created profits and interest for Tumbleweed.

- » Designed Buying Guides used to promote and assist in sales of products.
- » Guides used to create online product builders which generated quotes and leads for sales team.
- » Developed event presentation and corresponding book used around the country in 33 locations a year.
- » Created and implemented advertising campaigns which generated sales and interest in the company.
- » Produced project flow charts throughout the company which assisted in company organization.

Freelance Designer, David Hunt Design 2010–Current

Developed personal brand, David Hunt Design, including identity, website, and a company management system.

- » Logo designer for Chameleon Arts Entertainment.
- » Designer for Play it Safe Campaign for California State Fairs. Logo, brochure and signage collateral developed.
- » Book design for the Calaveras Station Literary Journal 2011 including jacket and interior.
- » Worked on the Rebranding of the GRIDS Student Club at California State University, Sacramento.

Freelance Designer, idmloco 2012–2013

Worked as a freelance graphic designer collaborating with other designers and developers for idmloco

- » Designed and developed website from PSD mockups to HTML and CSS coding
- » Developed information graphics, digital ads, social media graphics, and style guides for a variety of clients.
- » Attended kickoff meetings and worked with clients on project scope and goals

Freelance Designer, Crux Design 2012

Graphic designer who collaborated directly with the web developer.

- » Designed Synergy DE logo from concept to finalized vector art
- » Created web assets including header graphics and ads

Freelance Designer, Honey Agency 2012
 Collaborated with Honey Agency on the design and development of a promotional booklet.
 » Designer of a Cupcake wedding booklet
 » Booklet mailed to wedding bloggers to increase interest and traffic to the company's website

Graphic Designer, California State Fair 2012
 Graphic Designer for the California State Fair 2012.
 » Exhibit design
 » Printed collateral
 » Banners
 » Interactive games

Design Intern, CalPERS 2010
 Assisted Senior Design staff with a variety of design tasks.
 » Worked with employees and vendors to facilitate quality assurance
 » Provided photography services for various events

EDUCATION

Bachelor of Science Degree, Graphic Design from California State University, Sacramento 2011
 Associate's of Arts Degree with Dean's Honors from Mendocino Community College, Ukiah 2007

AWARDS AND RECOGNITION

1st Place and Best of Division at the International Association of Fairs & Expositions (IAFE) convention 2012
 1st Place at the Western Fairs Association (WFA) convention 2012
 1st Place at WFA (DWR Exhibit) 2012

CERTIFICATIONS

Building an Online Community (Lynda.com License #BDFC25) 02/2017
 Viral Marketing: Crafting Shareable Content (Lynda.com License #2B133E) 02/2017
 Writing Marketing Copy (Lynda.com License #6DACD5) 02/2017
 Content Marketing: Newsletters (Lynda.com License #FCF7FF) 11/2016
 Growth Hacking Fundamentals (Lynda.com License #F950BE) 11/2016
 Lead Generation Fundamentals (Lynda.com License #9F4BF9) 11/2016
 Content Marketing: Newsletters (Lynda.com License #FCF7FF) 11/2016
 Google Analytics Essential Training (Lynda.com License #51F518) 10/2016
 SEO Fundamentals (Lynda.com License #A340A6) 10/2016
 Online Marketing Fundamentals (Lynda.com License #425017) 10/2016
 Content Marketing Fundamentals (Lynda.com License #D95BF4) 09/2016

REFERENCES

» Available upon request.