**Joseph Frye**

Charlotte, NC 704-576-6469

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**SUMMARY OF QUALIFICATIONS**

I have led 3 complete rebranding projects for national companies, implemented many engaging marketing campaigns, created visionary websites to connect with new business, and have received multiple promotions and recommendations for my work.

**POSITIONS HELD**

Senior Graphic Designer, Marketing Coordinator, Corporate Branding Director, Project Manager,

Web Development, User Interface Design, Multimedia Manager, Entrepreneur.

**CORE SKILLS AND COMPETENCIES**

|  |  |  |
| --- | --- | --- |
| Company Branding | Marketing | Graphic Design |
| Technical Management | Art Direction Management | Strategic Planning |
| User Experience Design | Creative Thinking | Copywriting |

**CAREER OVERVIEW /**

**WEB, GRAPHIC DESIGN & MARKETING EXPERIENCE**

**Senior Graphic Design & Marketing**

**AutoUpLink Tech (February 2012 - Present)** Responsible for design and implementation of national marketing campaigns and company-wide branding, art direction for graphics and sales collateral, user interface for websites and enterprise application components.

* Designed and developed materials include: two company websites, custom landing pages, targeted email campaigns, unique logos and icons for our 15+ products & services, sales collateral including flyers and sell sheets, trade show booth backdrops & banners, office signage, employee business cards, email newsletters, automotive vehicle email templates & electronic brochures, and more.
* Manage full project development cycle from initial brainstorming, concept sketching, wireframing, prototyping, working models, testing and final deployment by project completion deadline.
* Developed custom dealer financial forms for purchase deals within enterprise CRM application.
* Work with 3rd party vendors to produce new company assets.
* Consistent quarterly growth increase for customer base and company profit margins.
* Received 3 increases in compensation within 4 months for outstanding performance.

**Graphic Design**

**e-autobusiness (October 2007 - February 2012\*)** Responsible for art direction & graphic design strategy, creating sales collateral of new vehicle models for automotive dealers nationwide, maintaining company website, and user experience design, and custom deal calculations for dealers.

* Designed and developed materials include: automotive manufacturer electronic marketing assets, company and client email templates & newsletters, flyers, and brochures.
* Manage full project development cycle from initial brainstorming, concept sketching, wireframing, prototyping, working models, testing and final deployment by project completion deadline.
* Work with 3rd party vendors to produce new company assets.
* Developed custom dealer financial forms for purchase deals within enterprise CRM application.

*\* e-autobusiness was purchased by AutoUpLink Tech in February 2012.*

**Technical Arts Department Head**

**All Nations Church (January 2010 - Present)** Lead a creative team of multimedia professionals for the presentation of all manner of graphics and video for local services and international broadcasts.

* Personally interview, train and manage the presentation team (5+ members).
* Developed department financial budget, discovered new ways to get more done with less money.
* Maintain solid leadership and problem solving abilities in critical situations.
* Promoted from volunteer position within 3 months.

**Network Technician**

**IBM (July 2005 - November 2005)** Migrated computers and network devices from a legacy system to a new Windows network in Wachovia corporate centers for the South-East region.

* Troubleshooted any connectivity or program issues with end users in person and via support system.
* Maintained running log of all activities including users migrated, open issues, and list of problem devices.

**Freelance and Corporate Intern**

**Multiple Companies (July 2003 - October 2007**) Provided computer services for various clients and worked as unpaid intern to gain additional experience.

* Created various flyers, brochures, invitations, and other graphic assets.
* Built multiple websites for non-profit humanitarian organizations and small businesses.
* Provide personal computer training and issue troubleshooting with clients.

**EDUCATION**

* ECPI University, Web Design (2005)
* CPCC, Graphic Design (2003)

**VOLUNTEER EXPERIENCE**

* Volunteered several years for inner city youth afterschool and weekend programs.
* Traveled to Mexico, The Philippines and New York City for new youth program development.
* Awarded Volunteer of the Year award in 2008.