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**KEVIN WELLARD**  
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www.wellardmedia.com | www.kevinwellard.com

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## SKILLS AND ABILITIES

Graphic Design | Web Design | Pre-Press Proficiency  
Digital and Film Photography | Search Engine Optimization | Social Media Marketing  
Microsoft Office | Adobe Creative Cloud (Photoshop, InDesign, Illustrator  
& Dreamweaver) | QuarkXPress 2016 | WordPress

CompTIA A+ Certification | ComTrain Tower Climbing Certification | Software and Hardware  
Troubleshooting and Repair | Computer Networking | Windows 10 and macOS 10 Sierra

## EDUCATION

**Bachelor of Arts in Mass Communication**, Idaho State University, Pocatello, ID **August 2001**

## RELATED EXPERIENCE

**Content Management Specialist** **April 2015 – Present**

*Digital Trends*, Portland, Oregon

Publish content on digitaltrends.com via WordPress (CMS) backend | Responsible for website layout, HTML and CSS customization | Edit, manage and archive images and graphics for articles | Edit and optimize video for web publication | Edit copy and correct layouts to meet publication standards | Create templates and custom pages for review products | Coordinate with photographers, videographers, editors and writers to meet publishing schedule | Coordinate projects using email, Slack and Trello software | Conceptualize and present article ideas to editors | Manage multiple projects and priorities in a timely fashion to meet deadlines

**Freelance Graphic Designer / Web Designer / Photographer** **May 2012 – Present**

*Wellard Media*, Salt Lake City, Utah / Beaverton, Oregon / San Antonio, Texas

Travel and photograph Utah for photographic art project | Process images for customers and gallery exhibitions | Customize and update websites | Communicate with customers and clients | Designed marketing collateral for iMagDent Development & Management Services, L.L.C. | Updated and redesigned company brand | Laid out monthly ad designs and magazine | Collaborated remotely on design improvements | Designed and updated weekly newspaper automobile ads | Photographed cars for use in newspaper ads

**Graphic Designer / Marketing Manager / IT Support** **October 2011 – May 2012**

*HRP Distributing*, Salt Lake City, Utah

Designed flyers, layouts and logos | Customized and updated websites | Designed and distributed company email campaigns | Photographed products for use in advertising | Designed product packaging | Branded new product lines | Updated and redesigned company brand | Produced marketing collateral | Managed marketing campaigns | Wrote and edited advertising copy for use in advertising | Managed

trade show logistics | Developed customer relationships | Mentored marketing intern | Maintained and updated file archive | Provided IT support | | Oversaw company software and hardware upgrades

**Graphic & Web Designer / Marketing Specialist / IT Technician**

**July 2010 – June 2011**

***The National Directory of Chiropractic***, Salt Lake City, Utah

Customized and updated websites for 450 clients | Created SEO-friendly website designs | Setup and managed Google AdWords campaigns | Deployed mass mailings with database integration | Coordinated mass newsletter and email promotions | Compiled and updated photography archive | Directed company's Facebook, Twitter and other social media marketing initiatives | Managed domain, email and server administration | Managed production of printed directory | Developed content management systems | Maintained company printers, computers and network | Troubleshoot and resolved technical issues

**Lead Technician / Manager - Pocatello Market**

**August 2007 – June 2010**

***KeyOn Communications***, Pocatello, Idaho

Managed wireless network of more than 1,200 customers | Supervised three employees | Repaired and maintained network infrastructure | Implemented system-wide Motorola Canopy 5.4 GHz platform deployment | Installed and repaired customer equipment while also troubleshooting associated issues | Maintained inventory and budget | Resolved dissatisfied customer's issues while maintaining good relationships | Assisted other technicians with difficult service tickets via phone or in person | Assisted corporate office with marketing efforts in local market | Responded to outages or other emergency situations while on-call 24/7

**Graphic Design / Pre-Press Manager / IT Support**

**February 2006 - February 2007**

***Corporate Edge Printing & Marketing***, Salt Lake City, Utah

Prepared customer files for press | Designed art and layouts for clients | Communicated with customers to resolve issues and meet their needs | Oversaw and maintained workplace computers and networks | Processed film and plates for press | Upgraded department hardware and software, vastly improving efficiency | Converted outdated files and layouts to contemporary software specifications | Implemented template project for rapid turnaround of repeat jobs | Increased pre-press department productivity an average of 41 percent from June 2006 to January 2007 | Implemented secure database of company files