

MICHAEL FUNK

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OBJECTIVE

Utilize graphic design, marketing, communication and management skills to advance the creative and strategic goals of agencies and clients.

OVERVIEW

- + Designer and developer of award winning creative work.
- + Strategic and independent thinker; background in brand development, copy writing, and public relations.
- + Flexible team player and energetic collaborator.
- + Exceptional writer, oral and visual communicator.
- + Detail oriented and deadline conscious.

EXPERIENCE

Owner & Principal • INSIGHTSTUDIO • Madison, WI • 2001–present

- + Plan, design and produce innovative web, branding and print solutions for a national client base.
- + Exceptional track-record of returning clients and referrals.
- + Business posts consistent revenue growth.

Senior Designer • Adfero Group • Washington, DC • 2005–August 2008

- + Creative leader for interactive, print, and branding projects for clients, including Microsoft, U.S. Chamber of Commerce and PhRMA.
- + Orchestrate creative production for integrated media campaigns.
- + Numerous awards for excellence in interactive public affairs.

Marketing Associate • American Forests • Washington, D.C • 1999–2001

- + Manage day-to-day web site operations and internet marketing initiatives.

Associate Editor • SparkNET Interactive • Green Bay, WI • 1999–2000

- + Write and edit e-mail newsletters; manage subscribers.

EDUCATION

St. Norbert College • De Pere, WI • 1995–1999
Bachelor of Arts – Political Science, English
Study abroad semester – London, England

SKILLS

- + Photoshop
- + Illustrator
- + Flash
- + Dreamweaver
- + Fireworks
- + InDesign
- + Acrobat
- + QuickBooks
- + CSS
- + (X)HTML
- + ActionScript (2 and 3)
- + XML
- + AJAX
- + JavaScript / jQuery
- + Microsoft Office
- + Hands-on development experience with PHP, ASP, ASP.net, MySQL, SQL Server, MS Access.
- + SEO, analytics, social networking, blogging, eMarketing, web standards.
- + Experienced with content management platforms, including Wordpress and Joomla.

COMMUNITY

- + Member, Ad2 Madison
– Public Service Committee
- + Madison MAGNET
– Marketing Committee
- + Design Madison
– Board, Special Projects Chair