

# Mike Wooten

Graphic/Website Designer | Email Marketing

## About Me

Self-starter with over 6+ years with experience looking for a position in the information technology related field.

Graduated with a Bachelors degree from the Art Institute of Atlanta. Expert with both Adobe and Microsoft suite.

## Contact



mike@wootenmedia.com



<http://www.wootenmedia.com>



770-497-0059



998 High Tide Trl  
Loganville, GA 30052

## Skills

HTML, CSS, Email Marketing, Flash, Animation, Print Production, Sound and Video Editing, Content Mangement Systems, Analytics, Website and Graphic Design

## Tools

Adobe Photoshop, Illustrator, Fireworks, Dreamweaver, InDesign, Flash, Acrobat, After Effects, Premiere  
Microsoft Word, PowerPoint, Visio, Project, Excel, Publisher  
Google Analytics, Wordpress, Umbraco, Mailchimp, Silverpop

## Experience

### **Web Coordinator - Maxxis Tires | Suwanee, GA | 2010 - Present**

Maintained the Maxxis & CST website by adding press releases, sponsorship rider pages and forms, updating/removing product pages, adding video, adding dealer info into the dealer locator. All content is added using the Umbraco & Wordpress CMS. Sent out monthly newsletter campaigns along with estore campaigns using Mailchimp. Also, responsible for invoice processing & management. Dealt with the process of PO creation, purchase request, and credit card request forms.

**To view past employment details, please see next page**

## Education

### **Interactive Media Production**

**1999 - 2005**

The Art Institute of Atlanta: Bachelor of Fine Arts – Graduated June 2005  
Emphasis on creative aspect of Multimedia and Website Design

### **Business Applications of Multimedia**

**1997 - 1999**

Gwinnett Technical Institute: Lawrenceville, GA  
Emphasis on technical aspects of Multimedia

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## Experience

### **Graphic Designer - Videolarm/MOOG Decatur, GA | 2008-2009 | Contract**

Designed print production & web materials, websites, web graphics, animations, Flash video presentations & E-blasts using Adobe & Microsoft Suite and Constant Contact. Coded HTML & CSS to create websites and email campaigns. Used Flash to create video presentations/promotions and web animations.

### **Marketing Design Consultant | GetMarried.com Norcross, GA | 2007 - 2008**

Responsible for designing and producing targeted Email blasts using Dreamweaver and Silverpop. Used Dart for publishers for all of the banner ads on the website. Managed distribution, statistics and click data reports as to the effectiveness of the campaigns. Maintained the GetMarried.com's online store through their web portal system.

### **Graphics/Web Designer | Word2Net/FulfillmentCentral Loganville, GA | 2006 - 2007**

Designed print production, website graphics, Flash animations and video promotions, E-blasts using 1automationwiz. Tested and set the timing of campaigns to ensure timely distribution. Managed the amount of people the campaign got sent to. Wrote HTML & CSS as well for the creation of websites.

### **Graphics Designer | Grip Marketing Marietta, GA | 2005 - 2006**

Developed print production materials such as postcards, business/gift cards, logos, posters, flyers, handouts, and door hangers and prepared them for print. Their brands included tanning, retail, restaurants, gyms, health & fitness and wine companies. Clients include Contours Express, Malibu Tan, The Heritage Restaurant, New Smyrna Athletic Club, Remax, and more...