

Michael Cardin

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Passionate creative leader with over ten years experience who is eager to join a high collaborative team to solve company goals and bring innovation through past experience.

Experience

Stran Promotional Solutions

Creative Director

Quincy, MA | 03/2019 - Present

- Oversee brand direction and the execution of company goals, projects and initiatives
- Manages creative process across print & digital including campaigns, ecommerce, lead gen, RFP, events
- Leads a robust team providing direction & the tools necessary for members to excel
- Partners with department leaders to ensure quarterly & annual goals are met
- Responsible for onboarding, hiring, training and presenting in internal & external meetings
- Assists with developing the marketing calendar & ensuring deadlines are met

Creative Services Manager

Dorchester, MA | 01/2016 - 03/2019

- Collaborated on a small team to maintain and manage incoming requests
- Utilized relationships with domestic and overseas vendors to meet deadlines
- Bridged the gap between creative and products to deliver clients with merchandising solutions
- Design and produce work for presentations, social media, prepress, webstore UI, email, e-commerce, collateral, tradeshow assets, logos, product renderings and self-promos

Creative Services Specialist

Hampton, NH | 01/2013 - 01/2016

- Primary responsibilities included creation of a wide variety of marketing assets such as product concepts, presentations, digital and printed collateral, website graphics, etc.
- Worked collaboratively on a small team ensuring incoming project deadlines were met

Laxachusetts / Ladies Boston College Lacrosse

Freelance Graphic Designer

03/2013 - Present

- Assists the director with any and all graphic design requests
- Provides design for logos, apparel graphics advertisements, web, social media, flyers, etc.

NHL Boston Bruins

Graphic Design Intern

Boston, MA | 01/2012 - 05/2012

- Worked under the Creative Director assisting with the digital and print design requests
- Responsible for photo editing and image tracing as requested

Education: Fitchburg State University, Fitchburg MA | B.S. in Communications Media | May 2012

Skills & Software: Adobe Creative Suite (Ps, Ai, Id, Acrobat), Microsoft Office 365 (PowerPoint, Excel, Word, Teams), Hubspot, Jira, Hubspot, Slack, Egnyte Trello, Slack, Dropbox & Wix. Familiar with Sketch.