

# ROB KERNS

ROBKERNS.COM \ \ \ RLJKERNS@GMAIL.COM \ \ \ 410-608-9211

## QUALIFICATIONS

Graphic & Web Designer with high-level experience creating print and digital media for a wide range of clients. A substantial history of creative design work, project management, and ability to ensure client needs for successful project completion. Precise and technologically proficient, with demonstrated ability to succeed under tight deadlines and produce high quality, innovative work.

## SKILLS

Proficiency in Graphic Design using **Photoshop, InDesign, Illustrator**. Proficiency in Web Design/Development using **PHP, JavaScript, CSS, HTML5, WordPress, MySQL**. Video editing and motion graphics using **Final Cut Pro, Adobe Premiere, Flash, AfterEffects**.

## EXPERIENCE

### CREATIVE DIRECTOR

*Quenzel & Associates*

FULL-SERVICE MARKETING AGENCY

2013 - present

Creating award-winning design and marketing campaigns. Ad design, direct mail campaigns, collateral, and branding. Web design, PPC campaigns, social media and email marketing. Ongoing website optimization for competitive keyword ranking. Account management, market research and media buying.

### KEY ACHIEVEMENTS

Increased Sanibel-Captiva.org web visits 60% year-over-year Jan 1, 2015 - Mar 31, 2015 (+150,672 increase in visits, 65% new visitors, 71% organic traffic) by developing and implementing an integrated marketing campaign. Designed and launched several new websites including PoolCleaningbyRoyal.com, RealtorInHouston.com, Utto.com, and AtlasDesignEngineering.com.

### SR. GRAPHIC DESIGNER

*Chesapeake Bay Magazine*

REGIONAL BOATING MAGAZINE

2007 - 2013

Produced advertising design for the magazine and its advertisers. Magazine page layout and design. Web design and email marketing.

### KEY ACHIEVEMENTS

Redesigned ChesapeakeBoating.net, developing new user experience and layout. Created Chesapeake Bay Magazine's monthly e-newsletter, Talk of the Bay.

### GRAPHIC DESIGNER

*Greek Yearbook*

FRATERNITY/SORORITY DESIGN

2005 - 2007

Graphic design of composites, calendars, photo montages, and marketing materials. Retouching and altering photos for print production.

### KEY ACHIEVEMENTS

Trained two production assistants, providing technical and design assistance, and inspecting work.

## EDUCATION

MCDANIEL COLLEGE: BA in Graphic Design, 2005

## CERTIFICATIONS

GOOGLE PARTNER: Google AdWords Certified 2014, 2015

ADOBE CERTIFIED EXPERT: Photoshop CC