



MICHAEL MACALUSO

Graphic Designer

EDUCATION

BFA: Graphic Design
University of South Florida
Graduated, April 2008

BA: Marketing
Florida State University
Graduated, July 2003

BA: International Business
Florida State University
Graduated, July 2003

PROFICIENCY

Photoshop
Illustrator
InDesign
After Effects
Photography
HTML / CSS / SEO
PHP/JavaScript/Jquery

CONTACT

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RELEVANT CAREER EXPERIENCE

VP of Marketing & Design: BuyDMi Inc. • Portland, OR *August 2015 – Present*

Currently, I work as the VP of Marketing and Design for an e-commerce company called BuyDMi Incorporated. In my position I am directly responsible for all aspects of branding, design, marketing, SEO and content generation for the company's various e-commerce properties. I have experience leveraging social media marketing tactics to generate sales in the e-commerce and retail space, and can effectively manage budgets and ad spend on multiple platforms like Facebook, Instagram, Amazon, and Google Ads. I also manage a talented team of graphic designers and content writers, and have years of experience generating efficient teamwork environments based on careful planning, definable objectives, concise milestones, and clear communication.

Graphic Designer: CEG Hospitality • Portland, OR *October 2012 – August 2015*

At Concept Entertainment Group, I worked closely with the Marketing Director on a variety of projects related to the restaurant hospitality and entertainment industry. My responsibilities included the conception, creation, and production of all printed and digital campaign material for the company's various business interests. Campaign materials included posters, flyers, brochures, restaurant menus, e-blasts, digital assets, web development, and website graphics. I also produced all promotional food photography for the company's restaurant and bar locations.

Web Designer & Developer: SitePro • Portland, OR *December 2011 – October 2012*

Initiated and conducted new client consultations to determine the scope of each project. Worked closely with other designers and developers to assign individual project tasks. Created pixel-perfect design mockups for client review and approval. Developed and wrote custom html and css code architecture to be cut into proprietary CMS by development teams. Performed troubleshooting and cross-browser testing of newly built websites as needed.

Graphic Designer: Puj • Vancouver, WA *August – December 2011*

Responsible for product package prototyping and design. Created cost-effective, production ready packaging in three languages intended for global promotion and distribution. Worked with factories in China and Taiwan to ensure accurate quality standards were met for packaging production. Generated promotional print collateral to aid sales team efforts at trade shows in Europe and the United States. Maintained and updated company website with relevant content on a regular basis.

Art Director: 3Square Studios • Clearwater, FL *November 2008 – August 2011*

Responsibilities included brand development, print design, illustration, typesetting, motion graphics, photography, web design, HTML & CSS coding, package design and video editing. Created custom template designs for email blasts. Performed content updates for client websites. Created effective design work within budget and under a limited time frame. Contributed creative input and constructive feedback during concept development sessions with creative team. Attended regularly scheduled client meetings to discuss new projects.

Graphic Designer: ClearPh • Saint Petersburg, FL *January – July 2008*

Responsible for brand development, logo creation, stationery development, print advertisement, web design, flash animation, product package design, photography and production work. Ideas were brought from concept to completion through my individual efforts, or through a collaborative effort between the creative director and myself. Assisted in the development of multiple campaign concepts, three of which won American Advertising Federation Regional Addy awards in 2008.