

Profile: Art director specializing in graphic design, targeted cross-channel marketing, and project management.
Proficiencies:

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere Pro.
- Workflow applications: Asana, Basecamp, Jira, Zendesk.
- Identity, branding and promotion through classic print media and innovative digital opportunities.
- Website design & development: WordPress + CMS, (others include: Squarespace, GoDaddy, Google), eCommerce solutions - utilizing A/B testing & user insights; General HTML, domain & cloud hosting support.
- In-house art direction for photography and videography: Brainstorm, storyboard, environment, talent.
- Cross-channel media integration and promotion: TV, radio, print, social: Facebook, Twitter, Instagram, YouTube, LinkedIn. Emphasis on mobile experience.
- Direct content sharing and/or real time communication applications (Webex, Zoom)
- Microsoft Server Environment, Hosted Exchange, Office 365 (Visio, Access, Excel, SharePoint, PowerPoint) and Teams

Systems Engineer (Contract) – Confidential Fortune 100 Client, 2022– Current

Work as part of the Audio-Visual Engineering team primarily with the development of documentation and multimedia assets for Audio Video solutions for meeting rooms and collaboration spaces.

- Develop and maintain quick reference guides, deployment guides and user manuals for end-user operation of available AV equipment.
- Support larger multi-state team with additional custom graphic assets for use in documentation in accordance with corporate standards and guidelines. IE: PowerPoint, Visio, Access, SharePoint.
- Write scripts and create training videos, prototype digital content opportunities, and drive standards across the environment to improve employee adoption rate.
- Contribute to archive of design libraries and databases with an understanding of current AV systems, release notes, version controls and lifecycle tracking.
- Ensure seamless integration of solutions into the environment according to customer requirements, vendors, and partner teams including contribution to toll gate processes for introducing new products.

Design Specialist (Contract) – University City Partners, 2021-2022

Provide advanced design guidance and fresh marketing ideas with best practices, budgetary constraints, and brand integrity at the forefront.

- Assist a mission-based organization to refresh marketing materials and establish a cohesive style.
- Produce an official style guide, including brand variations suitable for specific applications (i.e.: vertical, dark background, screen print, embroidery).
- Create and update existing event-based websites with branding, new photography, CTA forms, eCommerce.
- Reinforce SEO-friendly content through file naming conventions, URL structure, Java/CSS calls, and traffic analytics.
- Support sponsor recruitment and activation through a sales pitch, on-site branding, and custom promotional items.
- Maintain a public-facing database of new commercial development in the district, housed on an interactive map.

Web Designer – Prem Corp (Austin Companies), 2020-2022

Managing multi-dimensional digital content for a growing fabrication group in the Charlotte region; emphasis on e-commerce experience, product catalog expansion, and general sales.

- Refresh existing websites for company subsidiaries: TarpMan.com, Tarps4Less.com, Aluma-Shield.com
- Launch a new product offering to include branding and collateral assets (E.g., copywriting/typesetting, original photography, graphics, and web implementation).
- Consolidate digital asset management reducing monthly spend for FY2020.
- Migrate SEO and PPC campaigns internally to ensure immediate response based on market conditions.
- Introduce new print collateral, updated digital presence, and social media campaigns to reinforce company brand, offerings, and reputation.
- Implement point of sale and facility signage including prominent building signs from concept and pricing to fabrication and install.
- Support sales team by creating photorealistic and/or 3-dimensional renderings for prospective leads and final client approval. *(Further support via up-sell and site renovation concepts.)*

Art Director - Charlotte Regional Business Alliance (formerly The Charlotte Chamber), 2017 to 2019

Reinforcing a regional brand experience, a unified sense of place, and a shared economic vitality in the Charlotte MSA.

- Facilitate strategy development and content creation/cross-channel deployment including:
 - Website content, prepress & print production, video (web/TV), radio, social media, email marketing.
 - Cultivate a reliable network of skilled designers and photographers for internship and contract opportunities.
 - Managing the vendor procurement process: Adjusting in-house traffic, design, and file preparation standards, reducing annual spend by 20% in a single quarter.
 - Collaborate with third party marketing vendors and tools to generate maximum brand exposure and increase sales conversions.

Design Director - Charlotte Center City Partners (CCCP), 2008 to 2016

Supporting all facets of mission-based organization with innovative design and thoughtful, consistent execution.

- Singular In-house resource for graphic design, web design, photography, audio/visual support, digital experience, IT coordination, stakeholder relations, and strategic planning.
- Act as internal liaison for website development, responsible for internal content creation, deployment, and regular, strategic updates.
- Cultivate a reliable network of skilled designers and photographers for internship and contract opportunities.
- Produce detailed sponsorship requests and reports for Fortune 500 companies.
- Facilitate & leverage vendor partnerships to reduce costs and maximize sponsor exposure.
- Contribute to planning/promotion of memorable community-building events through a variety of media: paid, earned and strategically placed City-managed assets throughout Uptown Charlotte. Delivering 100M+ sponsor impressions each for First Night Charlotte, Holidays in the City, Q-City Charlotte BBQ Championship, and the Novant Health Thanksgiving Day Parade.

CHARLES M. RUMPH

Art Director: Graphic Design | Strategic Marketing
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Education: **Bachelor of Arts: Graphic Design**
Art Institute of Charlotte, BA Graphic Design, Cum Laude

Awards: **Charlotte Addy Awards (4)**, *Video direction: Center City Vision Awards; Art Direction: South End: Fido Fest (x2), South End Integrated Marketing Campaign: 'The Edge of Town'*
Hermes Creative Awards: *Best Press Kit, Best Event Poster: Novant Health Thanksgiving Day Parade*
NC Festival & Event Association: *Best Press Kit, Best Event Website: Q-City Charlotte BBQ Championship*
Five unique placements, *Art Institute Student Showcase, the Art Institute of Charlotte*
Dean's Choice Best Portfolio, *Art Institute of Charlotte*

Volunteer: *Time Out Youth, RAIN, Turning Point Women & Children's Center, United Way of Central Carolinas, Arts & Science Council, The Light Factory, Metrolina AIDS Project, Urban Ministries Soup Kitchen*

Outreach: Facilitate relationships with local and national partners, exceeding organization, and sponsor expectations, increasing exposure while managing staff, resources, and budgetary constraints.

Charlotte Symphony:
Event coordination, graphical presence, new media
Charlotte, NC.

Joedance Film Festival:
Community presence, event marketing
Charlotte NC.

7th Street Public Market:
Web launch, sponsors, public outreach
Charlotte, NC.

Charlotte Hounds:
Community presence, social/earned media
Charlotte NC.

Wells Fargo Bank:
Rebrand outreach, community event
Charlotte, NC.

Envision Charlotte:
Web launch, sponsors, public outreach
Charlotte, NC.

Bank of America:
Brand exposure, Community event Super Bowl 50
Charlotte, NC.

Charlotte Hornets:
Playoff & All-Star bid marketing support
Charlotte, NC.

Historic South End:
Brand management, event support, marketing support
Charlotte, NC.

Carolina Panthers:
2014 Playoffs, 2015 Super Bowl Pep Rally, activation support
Charlotte, NC.

Ulysses Festival:
Community Arts Festival online/print marketing support
Charlotte, NC.

May 20th Society:
Event promotion, community outreach, social media
Charlotte, NC.

Charlotte Knights:
Community presence, team relocation, social/earned media
Charlotte NC.

Charlotte B-cycle:
Sponsorship fulfillment, community presence
Charlotte, NC.

Time Out Youth:
Event promotion, sponsorship fulfillment, collateral
Charlotte, NC.

PeeDee Vipers:
Minor League Basketball brand launch, Web presence
Florence, SC.

American Presidential Experience:
Comprehensive media relations (DNC2012) Charlotte, NC.

National Optometric Association:
Client marketing
Charlotte, NC.