

# DARNELLBAKER

GRAPHIC DESIGN | WEB DEVELOPMENT | UI/UX DESIGN | DIGITAL MARKETING  
MOTION VISUALS | CREATIVE PHOTOGRAPHY | PROJECT MANAGEMENT

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Highly effective, award winning creative director & designer with 8+ years experience in creative solutions. Offering expertise in an array of skills including but not limited to graphic design, web development, digital marketing, photography, motion visuals and creative direction. Fast learner with proven ability to multi-task in dynamic environments to increase efficiency and be an asset on any team.

## SUMMARY OF QUALIFICATIONS

- Adobe Creative Suite
- Sketch
- HTML5 & CSS
- WordPress and CMS
- Social Media Marketing
- SEO & SEM
- Content Development
- Videography & Editing
- Photography
- Project Management
- Effective Communication
- Keen Artistic Sense
- Proactive Team Player
- Flexible & Adaptive

## PROFESSIONAL EXPERIENCE

### **FREELANCE CREATIVE**

*Atlanta, GA*

Present

Working as a self-employed freelance designer acquiring clientele through referrals or cold leads while assisting the client develop full brands including other duties such as:

- Collaborate with various clients independently as a graphic designer/creative director
- Perform services such as graphic design, digital marketing campaigns, web design, video production, UI/UX design, and more
- Utilize Adobe Creative Suite to create designs & illustrations
- Produce detailed visuals and illustrations while creating designs specific to client requests and desires
- Communicate with clients to ensure visual concepts are within standard

### **WELIVE BRANDING**

*Atlanta, GA*

May 2014–Nov 2018

Worked as Creative Director for a full-service branding and marketing agency in a fast-paced environment while successfully spearheading projects for clients, other pertinent duties including but not limited to:

- Manage the creative process for projects from concept to completion
- Translate marketing objectives into clear creative strategies
- Work closely with multidisciplinary project teams, particularly graphic designers and developers
- Lead and direct the creative team in the production of all marketing collateral
- Ensure visual communication and brand standards are met
- Oversee client pitches and proposals
- Oversee profitability, deliverables, timelines and budgets
- Meet with clients or upper management to explain campaign strategies and solutions
- Review work, troubleshoot and provide feedback to creative teams
- Manage and cultivate the career development of staff members, including designers, art directors, copywriters, photographers and web developers
- Develop, manage and update CRM systems and internal processes

**WELIVE ATHLETICS***Atlanta, GA*

Sep 2015 – May 2018

Worked as a project manager for a sports media company specializing in team & individual photography for student and athletic programs with duties including but not limited to:

- Prospect and acquire contracts with programs & organizations
- Plan, staff and successfully execute photo day events for athletic programs consisting capturing photos of 100-500 athletes on a given day
- Work closely with design team on quality assurance of ordered photos and products
- Oversee profitability, deliverables, timelines and budgets for events
- Create and develop marketing strategies and material for the company
- Develop partnership programs such as fundraising, sponsorship, and affiliate missions

**STATE FARM INSURANCE***Dunwoody, GA*

Aug 2012– May 2015

Worked as a sales associate in the Quote & Bind department of State Farm corporate office. Successfully passed and acquired property and casualty license while also performing duties such as:

- Perform as virtual member of an agent's team who are licensed and fully-trained to quote and bind business
- Partner with agents giving customers a way to shop State Farm round-the-clock
- Quote and bind insurance for potential & existing customers
- Utilize computer technology, while on the phone, to access online job aids and navigate the company intranet to locate information
- Work in an inbound contact center environment
- Take detailed messages for agents
- Apply company policies and procedures to unique situations

**FREELANCE GRAPHIC DESIGNER***Atlanta, GA*

Feb 2010– May 2015

Worked as a self-employed freelance designer acquiring clientele through referrals or cold leads while assisting the client develop full brands including other duties such as:

- Collaborate with various clients independently as graphic designer
- Developed logos, flyers, print design, websites, UI/UX
- Utilize Adobe Creative Suite to create designs & illustrations
- Produce detailed visuals and illustrations while creating designs specific to client requests and desires
- Communicate with clients to ensure visual concepts are within standard

**EDUCATION****BACHELOR DEGREE** *Marketing**Tallahassee Community College*

2008 – 2009

**BACHELOR DEGREE** *Marketing**Georgia Southern University*

2004– 2007

**HIGH SCHOOL DIPLOMA***Stone Mountain High School*

2000-2004