

CHRIS KORTENDICK

Ecommerce Marketer & Graphic Designer

Personal Information:

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Work Experience:

Digital Marketing Designer / Milescraft

November 2022 - June 2024

- Maintained and updated existing Ecommerce shop including SEO implementation.
- Created and distributed monthly newsletters, product updates and other email/text marketing materials using Zoho Campaigns.
- Managed legacy website transition, including acting as main point of contact for the external development agency.
- Developed, launched, and monitored a variety of Google Ads marketing campaigns.
- Collected, organized, and reviewed data from various sources including Google Analytics, BazaarVoice, and WooCommerce to improve conversions and increase sales.
- Produced product photography using Adobe design software for use on social media, print catalogs, and the Amazon storefront.

Graphic Designer / FASTSIGNS

February 2022 - October 2022

- Worked on the design and production of a wide range of marketing media, creating anything from digital signage to brochures as well as other custom materials.

Production Artist / Ortho Molecular Products

June 2021 - November 2021

- Designed a wide range of private customer labels for consumer supplement packaging.

Advertising Traffic Controller / Gannett | USA TODAY Network

November 2017 - January 2021

- Created, organized and adjusted a large volume print and digital advertisements.
- Used a variety of tools including DPS AdTracker, InDesign, Photoshop and Illustrator in concert to produce finalized advertisements for use in newspapers and on newspaper websites.

Technical Skills:

- Adobe Creative Cloud
 - Specialized in: Photoshop, InDesign, Illustrator, Premiere, Acrobat DC
- WordPress, Google Analytics, Zoho & Benchmark Email campaigns, DPS AdTracker

Education:

University of Wisconsin - Whitewater (Whitewater, WI)

Graduated May 2017 with Honors

Bachelor of Arts in Graphic Design, Minor in Advertising