

MAX WALTER

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Max-It-Out.com

Tyler School of Art, Temple University

B.F.A. in graphic and interactive design



2017-Current

TIMBERLANE EXTERIOR SHUTTERS

Senior graphic artist & developer working in a team environment making sure the customer journey is 'extraordinary' — from the time they encounter the Timberlane brand to the time their shutters and garage doors are delivered. Daily responsibilities include but are not limited to:

- Understanding our customer segments, demographics and user needs
- Communicating with sales, engineering, production and customer service departments to make sure all their marketing needs are met
- Creating, maintaining and optimizing the Timberlane brand across all corporate, interactive, print, and advertising mediums
- Presenting creatives to marketing director, head of sales and leadership teams
- Estimating/project budgeting
- Managing, updating and improving Timberlane's main, ecommerce, dealer and subsidiary company websites
- Optimizing all forms of interactive media by performing tests and analyzing data
- Creating print and interactive marketing materials
- Creating artwork for paid and social media advertising

2015-2017

HOLLISTER CREATIVE

Graphic artist working in a team environment with designers and writers. Daily responsibilities included but were not limited to:

- Creating print and interactive marketing materials
- Managing all aspects of projects from start to finish
- Presenting creatives to clients, in-person and virtually
- Estimating/project budgeting
- Managing, updating and training clients on CMS websites

2012-2015

THE MARKETING DEPARTMENT

Director of Creative Services overseeing all aspects of the creative process from concept to completion, making sure all deadlines were met, and that every step taken was both time and cost efficient. Daily responsibilities included but were not limited to:

- Touching base with nine of the companies national and one international branch managers
- Directing a team of two designers and two programmers
- Performing creative/art director duties daily
- Graphic artist; creating Brand ID's, print materials, websites and other interactive projects
- Presenting creatives to clients, in-person and virtually
- Estimating/project budgeting
- Invoicing branch managers for project, retainer, and hourly work
- Monitoring, updating and improving the companies corporate website and brand identity
- Managing, updating and training clients on CMS websites

2009-2012

AMERICAN DIRECTORY SYSTEMS

Creative Director for a team consisting of four individuals. Creating websites, web banners, tri-folds, print advertisements, coupons, direct mailers, creative briefs, and art packets

Account Manager of artwork production for: ServiceMaster Consumer Services, TMG, Donald R. Harvey, Inc., Areas Advertising, Directory Systems Group, Commnet Marketing, Harris, Baio, & McCullough, Marketing Directory Systems, Millard-Rosenberg National Yellow Pages, Inc., and Direct-Tech Associates, Inc.

Production artist creating ads for local, national, and international Yellow Page directories

2008-2009

BLUE DOG PRINT & DESIGN

Graphic artist creating logos, business cards, websites and other projects as requested