

PATRICK DING

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EXPERIENCE

AFFINITIV, MASON, OH

Graphic Designer, 2016 - 2018

- Conceptualized and produced print and digital marketing communications material for Kia, Mitsubishi, and Chrysler.
- Collaborated with design team to brainstorm and devise art direction strategy, providing valuable ideas and viewpoints.
- Created social media ads, content, and web banners, helping clients expand their reach to larger markets.
- Worked with sales and marketing teams to develop marketing campaigns based on research and analytics.
- Led the redesign of Mitsubishi marketing coupons, strengthening their brand identity.
- Served as Lead Designer of the Affinitiv intranet, facilitating the internal rebranding process.

Email Production Specialist, 2015 - 2016

- Designed custom email banners for high-priority clients, developing their unique brand identity.
- Built and sent one-time marketing emails based on templates, customizing emails to match client needs.
- Managed multiple email campaign requests at once, overseeing the creation, revision, and final delivery of all emails.
- **Ranked as the top performer of the email production team, launching thousands of email marketing campaigns.**
- Increased efficiency and productivity of the email production team by creating HTML snippets for team use.
- Collaborated with team members to resolve HTML-related questions or issues.

GREAT HERE CREATIVE, COVINGTON, KY

Freelance Copywriter, 2013 - 2014

- Improved marketability of services by researching processes and rewriting using simpler language.
- Wrote and edited headlines, overviews, and descriptions on the Great Here website.

UNIVERSITY OF CINCINNATI, CINCINNATI, OH

Administrative Assistant, 2007 - 2011

- Redesigned the Pharmacology website, rejuvenating the department's engagement.
- Produced scientific diagrams and presentations for faculty use, improving the quality of teaching materials.
- Designed student awards and certificates for department events and summer programs.

SKILLS

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- After Effects
- Premiere Pro
- Animate (Flash)
- Acrobat
- HTML
- CSS
- HTML Email
- Javascript
- WordPress
- Copywriting
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- Mac
- Windows
- Design Thinking
- Responsive Design
- ExactTarget
- Campaign Monitor
- Salesforce

EDUCATION

University of Cincinnati, Cincinnati, OH

Bachelor of Arts in English, 2010