

# MIKE CLEMENTS

Copywriter • Designer • Human Being

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## Contact:

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## Summary of Qualifications:

- Advertising copywriting
- Art Direction/Graphic Design
- Ideation & branding
- Web design & development
- Photography

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## Experience:

- **SmartClick Adworks**

*Art Director/copywriter 2015-present*

- Strategized, designed, and wrote copy for digital ads, managed email campaigns, crafted blog posts and worked to redesign clients websites through A/B testing. Worked with a creative team to strategize, conceptualize, and execute creative treatments for various digital marketing collateral..

- **Colorado State University**

*Strategic Communications Intern 2013 - 2014*

- Worked with the Director of Communications to create and manage strategic marketing messages for the college.
- Designed and created several design pieces used by the college for events, conferences, and a monthly magazine

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## Education:

- **Colorado State University** - Fort Collins, Colorado

- Anticipated Graduation - December 2014 - GPA 3.4
- Bachelor of Art - Journalism and Media Communication
- Dual minor in English and Specialized Communication
- Awarded creative writing scholarship for best short fiction

**Skill sets:**

- Copywriting
- Art Direction / Graphic Design
- Ideation/creative thinking
- Branding
- Website design/development
- Photography
- Video production
- Strategic communication

**Interests/hobbies:**

- Folk music
- Camping
- Bicycles
- Football
- *The Simpsons*

**Technical Knowledge:**

- Print, digital, mobile, and ambient forms of advertising
- Adobe Creative Cloud/CS6:
  - Illustrator
  - InDesign
  - Photoshop
  - Dreamweaver
  - Bridge
- HTML and CSS
- Microsoft Office
- Experienced with social media platforms:
- Familiar with site builders like Wordpress, Weebly, Wix, etc.

