

# Michael Finnegan

## Objective

To bring modern, edgy, and unconventional creativity combined with a strong work ethic and downright honesty to a creative marketing firm.

### Contact Info:

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www.blackwingsdesign.com

### Technical Skills:

- Windows operating system
- Mac OSX operating system

### Applications:

- Adobe Photoshop
- Adobe Illustrator
- Macromedia Dreamweaver
- Macromedia Flash
- QuarkXPress
- Macromedia Director
- Adobe Premiere
- Adobe Acrobat Pro
- Sonic Foundry SoundForge
- Microsoft Office Suites

### Technologies/Languages:

- HTML
- CSS
- PHP
- JavaScript
- XML (lite)
- Java
- Lingo Scripting
- ActionScripting (lite)

### Portfolio:

www.blackwingsdesign.com

## Education

- LA SALLE UNIVERSITY (Philadelphia, PA · www.lasalle.edu)
- Bachelor of Arts in Digital Arts and Multimedia Design
  - Minor in Marketing
  - Graduated Cum Laude

## Experience

### UnREAL MARKETING

SEARCH MARKETING DESIGNER (May 2005 - Present)

- Created and performed strategic Search Engine Optimization projects from inception to completion for numerous clients.
- Merchant Relationship Manager for MrBigShop.com Shopping Engine.
- Developed and implemented E-Mail Marketing strategies for clients.
- Utilized popular tracking and reporting software to evaluate online marketing and e-mail campaigns.

### DIGITAL ARTS & MULTIMEDIA DESIGN PROGRAM

PROJECT MANAGEMENT (2005)

- Project Manager for Senior Seminar project.
- Created CD-ROM, CD Packaging, Booklet Insert, Poster and CD Label to promote Digital Arts & Multimedia Design Program.
- Managed and advised staff of 12.
- Organized production and printing of final product.

### UMBILICAL PICTURES/'WILLY WILL' FILM

GRAPHIC DESIGN, MARKETING (2003 - present)

- Researched and designed branding and identity
- Designed and developed web presence: [www.umbilicalpictures.com](http://www.umbilicalpictures.com) and [www.umbilicalpictures.com/willywill](http://www.umbilicalpictures.com/willywill)
- Designed DVD menu screens and CD labels for 'Willy Will' DVD

### SHOWCASE UNDERGROUND PRODUCTIONS

GRAPHIC DESIGN, MARKETING CONSULTANT (2004 - present)

- Created web presence: [www.showcaseunderground.com](http://www.showcaseunderground.com)
- Extended promotional reach through utilization of E-Mail Marketing.
- Improved user experience by formatting media to Flash Video for greater download speed and presentation.
- Developed sponsorship packages for proposals.

### MORAVIAN HALL SQUARE

GRAPHIC DESIGN, MARKETING (Jan - March 2005)

- Designed and developed online presence: [www.moravian.com](http://www.moravian.com)
- Bolstered web interface design by adding aesthetic elements consistent with the brand.