

DAVID L. WILD

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DIGITAL MARKETING & BRAND COMMUNICATIONS SPECIALIST

Hands-on marketing and design professional specializing in digital content, social media, email marketing, and visual storytelling across B2B and B2C environments. Known for supporting brand awareness, recruitment, and engagement initiatives through clean design, clear messaging, and collaborative execution. Strong technical fluency across Adobe Creative Cloud, WordPress, and SEO-driven content.

CORE SKILLS

Digital Marketing • Brand Communications • Content Strategy • Social Media Strategy • Email Marketing Campaigns • Visual Storytelling • Digital Campaign Development • Adobe Creative Cloud • WordPress • SEO • UX/UI Fundamentals • Video Editing • Motion Graphics • Website Content Management • Accessibility-Aware Design

WORK EXPERIENCE

Digital Marketing & Brand Communications Consultant, Nov 2016 – Present

- Develop and execute digital marketing initiatives for B2B and B2C clients, supporting brand awareness, lead generation, and customer engagement.
- Create and manage social media content, email campaigns, and SEO-optimized website content using Adobe Creative Cloud and WordPress.
- Design high-quality digital and print assets including campaign visuals, presentations, sales collateral, and signage.
- Collaborate directly with clients to align messaging, visuals, and strategy with business goals.
- Maintain and update WordPress websites, including content management, basic SEO, hosting, and domain coordination.

Digital Graphic Designer, Vocational Rehabilitation Services, March 2024 – Aug 2024

- Designed accessible digital marketing assets for social media, email campaigns, and web platforms, ensuring brand consistency and compliance.
- Partnered with cross-functional teams to support employer branding, recruitment marketing, and outreach initiatives.
- Conceptualized and executed targeted digital campaigns aligned with organizational goals, increasing audience engagement.
- Produced and edited educational video content for YouTube to support veteran outreach and program awareness.
- Led a full website redesign, improving UX/UI, content clarity, and overall site usability.

Graphic Designer, Fun2Raise Marketing, Nov 2022 – Dec 2023

- Collaborated with cross-functional teams and external partners to deliver print and digital publications for local educational institutions.
- Designed page layouts, advertisements, motion graphics, and agency websites in support of client and campaign needs.
- Prepared production-ready files and partnered with print vendors to ensure quality, accuracy, and on-time delivery of official publications.
- Developed and managed visual assets for agency marketing materials and social media content across multiple client accounts.

Graphic & Creative Designer, Grand Living, Sept 2021 – Nov 2022

- Supported national and local marketing initiatives across senior living communities.
- Executed marketing strategies and programs that support advertising designs and digital marketing channels.
- Assist in developing and managing community collateral, sales support marketing, and design renderings including updating all marketing collateral.
- Define and support key customer marketing initiatives, selling tools, marketing collateral, event objectives, sales campaign design, and attain performance metrics.
- Implemented and managed social/digital campaigns and applied innovative approaches to customer engagement.

Graphic & Web Designer, ASAP Underground, Sept 2018 – Dec 2020

- Developed and implemented marketing strategies, visual elements, advertising campaigns, collateral, brand development, graphic assets, and digital photography.
- Managed and developed WordPress CMS, website updates, domain registration, hosting management and SEO optimization.
- Designed and launched mobile apps supporting customer engagement and local marketing reach.
- Internet marketing, e-mail marketing, social media and customer service.
- Supported customer communication channels, online reputation management, and brand standards.

Graphic & Motion Designer, MediaWorks Advertising, Jan 2017 – March 2018

- Designed and produced print and digital advertising for national grocery store chains, supporting high-volume, multi-market campaigns.
- Created motion graphic and video assets including animated logos, kinetic typography, and branded video overlays to enhance campaign storytelling.
- Collaborated with account managers, production teams, and clients to ensure creative aligned with brand standards, messaging, timelines, and budgets.

Graphic & Web Designer, Dana International, Oct 2013 – June 2015

- Supported integrated marketing efforts across print, digital, and in-store media channels.
- Executed print and packaging-related design assets, preparing production-ready files and coordinating with vendors to ensure quality, color accuracy, and on-time delivery.
- Interior/exterior signage, illustration, logo creation and photography.
- Web design/development, WordPress, WooCommerce and Magento.
- Social media, e-marketing, product ordering, and vendor relations.

EDUCATION

BFA Degree - Interactive Multimedia and Graphic Design
Minneapolis College of Art and Design, Minneapolis, Minnesota

LinkedIn Learning (2025) – Essential Skills: Adobe InDesign, Photoshop, Illustrator, and Premiere Pro (Professional Certificates)