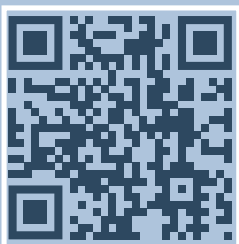




Charles
Bergenstock

Essential Expertise

- Print & Web Design
- Brand Identity Development
- Social Media Graphics
- Logo Design
- UX/UI
- Production Design
- Motion Graphics
- Typography
- Image Editing & Retouching
- Creative Lead
- Project Management
- Collaboration
- Adaptability
- Client Communication
- Problem-Solving
- Attention to Detail



Portfolio

Professional Summary

Innovative, performance-focused, and highly creative professional with 10+ years of experience in all phases of design including a wide variety of layouts for print, web, and social media design.

Adept in developing and executing various website designs as well as marketing and advertising materials; managing large-scale projects; and leading social media campaigns and initiatives. Armed with articulate communication and well-honed interpersonal skills in establishing and maintaining positive rapport with diverse professionals at all levels.

Work Experience

Freelance Graphic Design & Marketing Consultation

Bergenstock Design - Portland, OR 2012 - Present

- Spearhead a wide array of advertising and marketing projects for diverse clients, including MediPro Direct, Safety In Motion, ProGraphics, & PrintSync.
- Conceptualize and execute impactful designs, marketing concepts, web graphics, print collateral, elevating brand recognition and engagement.
- Manage website updates, Google banners, direct mail, email campaigns, and social media initiatives to drive customer recognition and sales.
- Drive creative thinking in the development of social media campaigns, marketing strategies, and advertising budgets to ensure maximum ROI.

Advertising and Marketing Director

Oregon Tile & Marble - Portland, OR 2010 - 2012

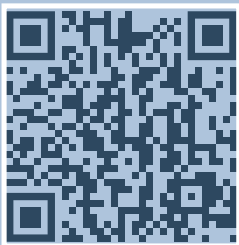
- Assumed responsibility in developing sales collateral material for all locations while maintaining brand consistency companywide and with outside vendors.
- Oversaw design and marketing processes, analyzing web traffic and sales figures to provide data-driven insights for sales & marketing campaigns.
- Formulated and presented budget projections for the upcoming year as well as recommended strategic suggestions in sales floor operations.
- Started social media initiatives, ensuring brand consistency across all platforms and locations.



Charles
Bergenstock

Technical Proficiency

- Adobe Creative Suite
- Indesign
- Photoshop
- Illustrator
- Acrobat
- Xd
- Premier Rush
- Microsoft Office Suite
- Canva
- Photoshop Express
- Various CRM's & WMP's
- Monday
- RedBooth
- Teams
- SalesForce
- HubSpot
- Zendesk



Email Me

Work Experience, continued

Freelance Graphic Design

Bergenstock Design Associates - Portland, OR 2009 - 2010

- Collaborated closely with advertising agencies, design studios, and corporate clients, providing affordable print and web conceptual designs.
- Produced compelling web & print designs for Hispanic Yellow Pages, Ecos, & American Sales Inc., enhancing brand presence across various platforms.
- Consulted with small to medium-sized businesses on effective marketing and advertising strategies.
- Demonstrated expertise in full website design, optimizing SEO, UX/UI, and CMS integration.

Art Director

AAG (Automotive Advertising Agency) - West Palm Beach, FL 2006-2009

- Provided supervision to a team of three artists in creating sketches, storyboards, and comps for the account executives in presenting new ideas to the client.
- Played a key role as in-house art director for a full-service advertising agency.
- Generated and presented productivity reports for the advertising director and chief operating officer while managing budgets and department expenses.
- Conducted multiple ad hoc duties according to the business needs which included vendor relations.
- Keenly monitored client sign-off of design and copy layout.
- Capitalized on industry expertise in creating magazine advertisements, billboards, direct mail, logos, newspapers, web banners, website, graphics, and email campaigns.
- Introduced and administered an in-house advertisement tracking software named AdTracker.
- Boosted efficiency by integrating Print and Web departments.

Earlier Career

Assistant Art Director

First-Team Advertising, Boca Raton, FL

Assistant Art Director/Senior Designer

Carrera & Partners Advertising, Deerfield Beach, FL

Entry Level Designer

Scandinavian Microsystems, Fort Lauderdale, FL

Education

Bachelor of Science in Graphic Design

Art Institute of Fort Lauderdale, Fort Lauderdale, FL

Undergraduate Studies

Florida Atlantic University, Boca Raton, FL