

ALEXANDER

B L A N K E N S H I P

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EDUCATION

Wright State University, Celina, OH
Bachelor of Technical and Applied Studies
in Graphic Design

May 2019

----- upon transfer from -----

Sinclair Community College, Dayton, OH
Associate of Applied Science in Visual
Communications

May 2016

TALENT SNAPSHOT

I thrive in a **cross-functional** leadership role focused in **project management**. My core skill set is centered in graphic design, **e-commerce content** development, and **digital marketing**.

CERTIFICATIONS

Google Analytics 4

Google Ads Creative

Skillshop (Google), February 2024

WCAG in Detail

Understanding Accessible Experiences

Writing Alternative Text for Content Designers

Level Access, May 2023

EXPERIENCE

ACCO Brands, Kettering, OH
E-Commerce & Marketing Enablement

Senior Digital Designer *May 2024 to present*

Graphic Designer *July 2019 to May 2024*

Freelance Graphic Designer *October 2017 to July 2019*

- Elevate consumer experience, drive sales, and grow brand awareness for industry-leading planning, organization, and office brands through the strategic development of a diverse range of digital content
- Create product detail page images, marketing assets, web pages, printed collateral, and more for various brands including AT-A-GLANCE®, Five Star®, Mead Cambridge®, and Quartet®
- Collaborate cross-functionally to support product marketing and sales teams through the innovative development of digital assets for email marketing, direct-to-consumer websites, channel partner promotions, go-to-market campaigns, paid search and social advertising, and more
- Implement social media strategy through content ideation and creation, copywriting, photography, and curated product promotion
- Lead workflow administration, serve as co-administrator of content management systems used by team, and act as backup to Art Director

City of Kettering, Kettering, OH

Parks, Recreation & Cultural Arts (Kettering Recreation Complex)

Facility Coordinator *June 2018 to present*

- Open and close the complex, oversee staff and facility operation, and overcome day-to-day obstacles

References available upon request

TECHNICAL SKILL



Photoshop (Expert)



Illustrator (Expert)



InDesign (Expert)



Premiere Pro (Competent)



WCAG (Proficient)



Canva (Expert)



Emplifi (Expert)



Episerver CMS (Expert)

