

# David J. Ley

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Portfolio: [www.djstcloudmn.com/dave](http://www.djstcloudmn.com/dave)

## Objective

Experienced Graphic Designer, Web Designer/Developer, Printing Specialist, IT Technician, Trainer, Marketer, SEO Web Specialist and Creative Director seeking a challenging position and utilization of my skills in a full time employment position.

## Skills

- SEO Implementation • SEM Strategies • Web Analytics & Tracking • Print & Web Design • Web Development
- Print & Design Production • Marketing • Advertising & Campaign Management Planning • Target Market
- Copy Writing • Training & Development • Business Management • Advanced Organization Skills

Proficient in Adobe Dreamweaver, CSS, HTML, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe PageMaker, Adobe Premiere, Adobe Type Manager, Adobe Acrobat, Quark XPress, Pitstop Professional, Data Logics, Macro Media Director, Claris Home Page, Sound Edit 16, FileMaker Pro, Extensis Suitcase, Flightcheck, Preps, Scitex Full Auto Frames, BBEdit Lite, Freehand, Apogee X, Power Point, Microsoft Word, Microsoft Excel, and Microsoft Publisher. Experienced with, Fireworks, CGI, Auto CAD, Javascript, PHP, XML, Site Maps, Analytics and eCommerce.

## Experience

### **2011 - Present Creative Director, Manager and Team Lead; Digital Lead Source, LLC**

As Creative Director, I lead a team of graphic designers, web developers, sales staff and a print production team. I manage nearly every project from start to finish. I assist with meeting clients, sales, and production when needed in each department; graphic design, advertising planning, market research, analytics, SEO, SEM, web design, web maintenance, prepress, printing, social networking, and IT.

### **2006 - 2011 Graphics/Prepress Manager, IT, Graphic Design; Allegra (Formerly Digital 7)**

I started this position as Prepress Manager and was promoted to graphic design and marketing manager. Graphic design, prepress, digital print operation, and project management were all part of my main duties.

### **2005 - 2006 Assistant Print Production Manager; Marketing Bridge**

PrePress, preflight, file correction, and creating templates with customizable fields for online ordering. I was also involved with creating web thumbnails and previews that provided clients with easy navigation and eye pleasing web pages.

### **2003 - 2005 Head of PrePress, IT, Production, Graphic Design, Training; Spectrum Printing**

As part of the IT team, I was responsible for maintaining, problem solving and upgrading the companies Mac & PC systems and networks. Shortly thereafter, I changed positions to the head of the PrePress and then advanced to the companies Technical Trainer. My role as Technical Trainer involved; creating processes, helping each department with issues, and training employees and clients.

### **2001 - 2003 Head of PrePress, IT, Production; Rengel Printing Company**

PrePress, IT, plating, proofing, preflighting, digital print operator, mail merging, and graphic design were my main duties.

## Education

- 1994 - 1998** Diploma, Paynesville Area High School
- 1997 - 1999** Certificate, Art Instruction Schools, achieved 28 college level credits
- 1998 - 2000** Diploma in Advertising, St. Cloud Technical College - 3.69 GPA

**References available upon request.**