





Craig Hobson

Web Strategy + Design + Development

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EXPERIENCE

2008
- PRESENT

Collective Front
Freelance: Web Strategist, Designer, and Developer

- Designed and built custom Wordpress websites, implemented SEO and marketing strategies, as well as provided graphic design, email marketing, e-commerce, motion graphics, video, and social media services to a growing network of over 100 clients.
- Developed the communication and social soft skills needed to cultivate professional rapport and strong relationships with clients, programmers, designers, and project managers.
- Exposed to numerous business models, diverse branding challenges, and unique consulting opportunities in many different industries.
- Attained a growing ability to learn and adapt to new tools and technical proficiencies as client needs arose.

2007

YTB International
Web Designer

- Worked directly with a team of four in the marketing department to plan and implement our online presence with new media.
- Responsible for graphic design, branding collateral, online advertising, and web based marketing campaigns.
- Designed websites, interactive banner ads, motion graphics, and the UI for desktop software.

2006

Just One Word
Production Artist

- Produced graphical assets and flash effects for an interactive cityscape brought to life with animation.
- Designed visual web concepts and UI graphics for the primary community based web application.
- Provided related development support to the web Programmer/Analyst to maintain standards compliant code.

2005

Caspian Productions
Web Designer / Flash Developer

- Built primarily flash based websites and animated promotional media for various clients in the music industry.
- Involved in maintaining web content and site updates for bands, musicians, and music events.

EDUCATION

2007

Greenville College
Bachelor of Science degree in Digital Media with an internet emphasis. (2003 - 2007)

- Photoshop
- Illustrator
- Dreamweaver
- Balsamiq Mockups
- CSS / CSS3
- XHTML / HTML5
- Javascript / jQuery
- PHP / MySQL
- Flash
- After Effects
- FinalCut Pro
- Wordpress
- Adwords / Adsense
- Google Analytics
- Google Apps
- Screenflow
- Market Samurai
- Mac OSX

PROFICIENCY

	AVERAGE	SKILLED
Front End Web Programming	●●●●●●	●●
Web Design & UI/UX	●●●●●●	●●
Graphic Design	●●●●●●	●●
Wordpress	●●●●●●	●●
Search Engine Optimization	●●●●●●	●●
Social Media Strategy	●●●●●●	●●
Animation & Motion Graphics	●●●●●●	●●
Video Editing	●●●●●●	●●
Communication & Marketing	●●●●●●	●●

TOOLS + SKILLS