

CHARLIE MCDONALD

DIGITAL/PRINT DESIGNER
LARGE + BOUTIQUE AGENCY
IN-HOUSE MANAGEMENT



WEBSITE
www.charliemcdonald.com



MOBILE NUMBER
(214) 686-6015



EMAIL ADDRESS
charlie.nelson.mcdonald@gmail.com

+ EXPERIENCE

2004 - PRESENT

Brand One Group Senior AD

- + Ad campaigns, magazines, trade show booths, magazine, brochures, outdoor, direct mail, corporate identity, web design/development, web banners, email, promo materials, CD/DVD.

2015 - 2016

Michaels Stores, Inc. Designer

Michaels.com | Quantcast Rank: 372 | Monthly US Uniques: 4.2M

- + US/CAN/QUE desktop, tablet and mobile responsive assets.
Ranking improved five points during my tenure.

2015

Haggar Clothing Co. Senior Digital AD

Haggar.com | Quantcast Rank: 5080 | Monthly US Uniques: 347.3K

- + Desktop, tablet and mobile assets.
- + Emails, digital marketing campaigns and micro-sites.
Ranking improved more than 2300 points during my tenure.

2014 - 2015

Trident Industrial Supply Marketing Director

2011 - 2014

JCPenney

Advertising AD, Digital Media

JCPenney.com | Quantcast Rank: 164 | Monthly US Uniques: 8.4M

- + Home page, landing pages and web banners.
- + Emails, Customer Relationship Management and Rewards programs.
Ranking improved more than 90 points during my tenure.

2010 - 2011

Neiman Marcus

AD/Web Designer

LastCall.com | Quantcast Rank: 8894 | Monthly US Uniques: 176.7K

- + Home page, landing pages and web banners.
- + Emails, ads, billboards and misc. collateral.

2009 - 2010

Business Access Creative Director

2008 - 2009

JCPenney Interactive Web Designer

2001 - 2004

Dockery House Publishing Creative Director

1999 - 2001

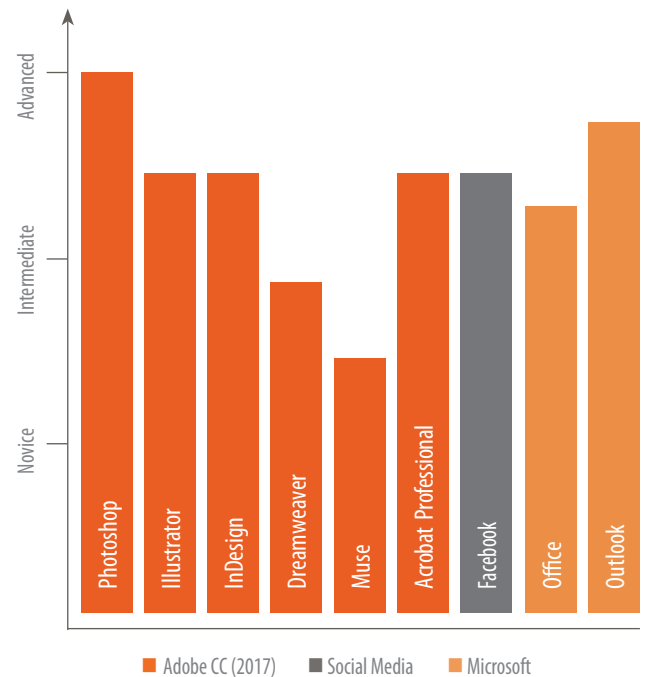
TracyLocke TLPronto Director/Studio AD/Production Coordinator

+ EDUCATION

Syracuse University

Magazine Journalism/Restaurant Management

+ SOFTWARE



[linkedin.com/in/4creative](https://www.linkedin.com/in/4creative)

[pinterest.com/troplex](https://www.pinterest.com/troplex)