



Michael ANDERSON

CORPORATE WEB DESIGNER

Strategic Web Designer with a focus on corporate branding and digital marketing. Over eight years of experience in delivering high-impact websites that enhance brand identity and drive business growth. Expertise in aligning design strategies with marketing objectives to create cohesive online presences. Proficient in utilizing analytics to inform design decisions and improve user engagement metrics.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Corporate Branding
- Digital Marketing
- Web Analytics
- HTML
- CSS
- JavaScript

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN GRAPHIC DESIGN, UNIVERSITY OF ARTS, 2014

ACHIEVEMENTS

- Increased website traffic by 50% through strategic design improvements.
- Recognized as 'Top Performer' for outstanding contributions to client projects.
- Successfully launched a rebranding initiative that enhanced client image.

WORK EXPERIENCE

CORPORATE WEB DESIGNER

Brand Builders Inc.

2020 - 2025

- Designed corporate websites that reflect brand identity and values, resulting in a 30% increase in brand recognition.
- Collaborated with marketing teams to create integrated digital campaigns that boosted online engagement.
- Conducted competitive analysis to inform design strategies and enhance market positioning.
- Managed website performance metrics using tools like Google Analytics and SEMrush.
- Developed and maintained brand guidelines to ensure consistency across all digital platforms.
- Trained team members on the latest web design trends and technologies.

WEB DESIGNER

Digital Marketing Hub

2015 - 2020

- Created visually engaging websites that align with client marketing strategies and objectives.
- Utilized SEO best practices to enhance website visibility and drive traffic.
- Participated in client briefings to capture design requirements and expectations.
- Implemented feedback from stakeholders to refine design outcomes.
- Designed promotional materials to support marketing initiatives.
- Maintained website functionalities and performed regular updates.