

DENNIS MCCARTHY

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GRAPHIC DESIGNER

Flexible, adaptable and resilient Product Designer and Advertising Manager with seasoned experience in the journalism industry and broad expertise supporting advertising, marketing, and user experience. Proficient at utilizing creative concepts to expand the reach of audiences and gain new marketing opportunities. Expertise in handling, planning, and implementing projects utilizing well-rounded, creative, analytical, and technical skill sets. Leverages strong media communications and adaptability to meet rigid deadlines, build solutions with clients and promote user and client focus. I'm pretty fun and easy to work with; ask for references if you'd like. My portfolio is viewable at tinyurl.com/4s7k75rs

SKILLS & TOOLS

Design:

Adobe Creative Suite (Illustrator, Photoshop, XD, InDesign), Photo/Video, UX/UI & Product Design, Print & Digital Media Design, Figma Wireframing, Responsive Design

Marketing & Communications:

Copywriting, Copy Editing, Content Creation, Journalistic Writing, Internal & External Communications, Advertising, Sales (B2B & B2C), Customer Engagement & Storytelling

Web & Technology:

Search Engine Optimization (SEO), Content Management Systems (CMS), Social Media, Information Technology, HTML, CSS, JavaScript, Git, VSCode, WordPress

EDUCATIONAL BACKGROUND

Bachelor of Science (BS), Journalism (*Marketing Minor*)

BOWLING GREEN STATE UNIVERSITY – BOWLING GREEN, OH

2015

PROFESSIONAL EXPERIENCE

Product Designer, Advertising Manager, MIRROR PUBLISHING CO. INC., MAUMEE, OH

05/2016 – Present

- Bolster business growth by effectively managing accounts, customer service, sales, copywriting, and communications.
- Conceptualize and launch visually appealing ads to further businesses, services, recruitment, and event initiatives.
- Define client needs and translate them into distinctive design solutions to establish a competitive market advantage.
- Administrate websites, digital content development, and social media engagement while supporting IT operations.
- Canvass new advertising sales accounts while providing excellent support to existing regular clients.
- Manage weekly publication layouts from copy and graphical assets to polished and stylized page designs.
- Support the weekly publication of news to a paid readership of over 10,000 by reporting audience-pulling content.

Art Director, Graphic Designer, USA PATRIOTS ATHLETICS, TOLEDO, OH

03/2023 – Present

- Provide public relations support for USA Patriots, a 501(c)(3) athletic organization supporting amputee veterans.
- Design advertisements, publication, and web content to meet the approval of multiple clients and executive staff.
- Collaborate with editor to provide creative input for brand identity using page layouts, typography, and iconography.

Creative Director, HOPE UNITED, WHITEHOUSE, OH

11/2019 – 03/2022

- Delivered innovative page layouts and graphic designs to boost awareness and engagement.
- Provisioned exceptional service in developing, designing, and launching designs and social media creatives.
- Fostered and provided creative input for various designs' planning, processes, and execution.