

Aaron Hiltz

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Summary

Software & Programs

Adobe CS6 (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver & Flash) Microsoft Office (Word, Excel & Powerpoint) Google Apps (Mail, Hangouts, Drive, Analytics & Search Console)

Web Knowledge

HTML, CSS, Wordpress, Search Engine Optimization (SEO), Social Media Marketing & E-mail Marketing

Business Development

Networking, relationship building, proposal creation, group presentations & B2B sales

Marketing

Designing, developing & maintaining websites & brand materials for small businesses

Work Experience

Sole Proprietor - *Wilderness Web Designs L.L.C.* - Hopkins, MN - April 2014 to Present

- Network and build connections with prospects & referral partners
- Design, develop, host and maintain websites with Wordpress CMS
- Create print marketing materials to enhance brands while maintaining brand standards
- Build proposal presentations with PowerPoint based on individual business needs
- Advise on SEO and lead generation implementation paired with monthly follow up on success rates
- Manage website update requests in a timely manner

Graphic Designer - *St. Paul Stamp Works* - St. Paul, MN - July 2012 to April 2014

- Created vector art graphics based off of raw jpeg images, scans and CAD files using Adobe Illustrator
- Used Quality Control standards to proof read film prior to being sent to production
- Created prints on photo-sensitive aluminum using the Metal Photo process

Freelance Graphic Design - *AHiltz Designs* - Saco, ME & Minneapolis, MN - September 2011 to July 2012

- Designed printed materials for various marketing and publishing firms
- Developed and launched websites for individuals, small businesses and non-profit organizations using HTML & CSS coding in Dreamweaver

Graphic Designer - *Direct Mail of Maine, Inc.* - Scarborough, ME - June 2011 to November 2011

- Collaborated with Sr. Graphic Designer to create print-ready marketing materials
- Worked closely with the Production Team to ensure quality control of content
- Adjusted photographs to maximize quality while minimizing file size using Adobe Photoshop and Illustrator
- Preflighted and compressed catalogs in Adobe InDesign for optimal printing efficiency
- Matched PMS colors to consistently meet brand standards

Website Design Intern - *JRA Design* - Worcester, MA - January 2010 to September 2010

- Designed and developed multi-faceted websites with Adobe Photoshop, Flash and Dreamweaver
- Updated and proofed websites' HTML/CSS source codes according to customer demands
- Designed print marketing materials with Adobe Photoshop to enhance advertising and branding campaigns
- Prepared PowerPoint presentations for managers to be utilized in conferences and daily meetings
- Edited and re-touched photographs to deliver desired effect

Education

Becker College | Worcester, MA

Bachelor of Arts in Graphic Design | May 2010