

Tim Duke

GRAPHIC DESIGNER, WEB ANALYST

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Accomplishments

Web Analyst • Online Marketing

- Created analytics campaigns to discover areas for site improvement based on measuring key performance metrics—including increasing newsletter registrations by 90%.
- 130% increase in visitor traffic via search engine optimization, improving content quality & understanding visitor intent—KROX.com.
- Created analytics dashboards which can be quickly read to gauge website success levels.
- Explained complex data tracking results to coworkers with limited web experience in ways that generated enthusiasm when choosing next actions.
- Used knowledge of web tracking technologies to find areas of inaccurate data reporting to ensure actionable decisions were made with confidence (not bad data!).

Graphic Design • Web

- Continuously generated online advertising promotions with short deadlines and satisfied clients.
- Designed online & offline media for Amplify Credit Union video contest generating 50+ user generated video submissions.
- Increased page views 240% and views per session 35% after working with other departments to get more involved with site's success.

Time Management

- Efficiency expert on matters concerning time management and process implementation.
- Advocate of GTD practices both in the office and out.
- Reduced ad campaign lead time by 70% by creating effective channels of communication and streamlining efforts.
- Never missed a deadline for client work.

Design Awards • Recognition

- Emmi Nominee (2008) Emmis Communications internal awards
- Emmi Nominee (2007) Emmis Communications internal awards
- Spinner Award (2005) Photospin.com Stock Photo Competition
- Hoffman Memorial Award (2005) Creative Summit
- Ralph Award (2005) Creative Summit
- Gold Metal (2004) Addys Design Competition
- Honorable mention (2004) Houston Show Design Competition
- Ralph Award (2003) Creative Summit
- Honorable mention (2003) DSVC Design Competition

Experience

Emmis Austin Radio • Austin, TX

Web Content Manager (7.2006 • 5.2008)

Maintained branded radio station websites by collaborating with department managers to reflect on-air brand with online. Designed interactive promotions & advertising campaigns for clients at local level including: Budweiser, Tuaca, Amplify Credit Union, Apple, Edge Shaving, Captain Morgan.

Designed & managed email newsletters to database of 30k subscribers. Implemented rich-media tracking. Created new initiatives for growing organic traffic, while measuring quality of user experiences through analytics and visitor feedback.

MarketSmart Interactive • Raleigh, NC

Account Executive • Design Consultant (3.2005 • 1.2006)

Prospect for new clients via cold-call sales, negotiated SEO contracts with senior level management & business owners. Ran search engine ranking reports.

Designed print ads for conference distribution. Consulted on designs for brand identity and website usability.

Earthlink, Inc • Austin, TX

Sales Site Manager (7.2003 • 8.2004)

Salesperson (12.2001 • 7.2003)

Managed local sales team in retail kiosk location. Developed creative solutions to selling products in overcrowded market.

Education/Tech Skills

Texas State University at San Marcos

B.F.A. in Communication Design (2004) Focus on conceptually strong print advertising, corporate identity and motion graphics

Extensive knowledge of interactive technologies and tracking platforms including: Omniture/Visual Sciences HitBox, Google Analytics, Feedburner, core concepts of search engine marketing (SEM & SEO), email marketing

Deep working knowledge of Mac/PC platforms & software including: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver), MS Office, HTML, CSS, FTP, basic ASP & PHP

Other interests: biking, rock climbing, books, dancing, live music, photography & data-driven decision making.