

TIMOTHY NELSON

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SUMMARY

Confident, creative, energetic leader with 8+ years of higher education marketing, communication, philanthropy, social media management, and interactive storytelling experience complemented by 14+ years of digital content creation, freelance graphic design, and traditional illustration.

EMPLOYMENT

Digital Design Specialist

Wayne State University | Office of Alumni Relations
Detroit, MI
2021 – Present

Web Communications Specialist

University of Detroit Mercy | Marketing & Communications
Detroit, MI
2014 – 2021

Freelance Illustrator/Graphic Designer

TrueTimFoolery, LLC
Dearborn, MI
2011 – Present

EDUCATION

Bachelor of Arts in Digital Media Studies

Summa Cum Laude
Philosophy Minor
University of Detroit Mercy
May 2011

AWARDS & RECOGNITION

- Raised more than \$28,000 for Beaumont Children's Hospital, Children's Miracle Network, through Extra Life, 2019-Present
- Qualified for Twitch Affiliate Program, Twitch, 2019
- Received National Service Fraternity Chapter Distinguished Service Key, Alpha Phi Omega, 2011
- Earned Eagle Scout Rank, Boy Scouts of America, 2004

SOFTWARE PROFICIENCIES/TECHNICAL SKILLS

- 14+ years: Adobe Photoshop, Illustrator, InDesign, Traditional Illustration
- 7+ years: Cascade Content Management System, WordPress, Canva
- 6+ years: Premiere, iMovie, Dreamweaver
- 4+ years: Twitch/OBS
- 1 year: After Effects, Figma

EXPERIENCE HIGHLIGHTS

Visual Design, Storytelling, & Media Production

- Designs collateral in vector graphics, traditional illustration, and mixed digital media
- Creates interactive storytelling experiences focused on philanthropy, education, and entertainment through live streaming
- Develops brand and identity packages for print, web, and social media
- Implemented unique educational content and supplementary materials for student life virtual programming during COVID-19 lockdown

Marketing & Communication

- Prepares consistent marketing print and digital with illustrators, designers, web developers, copywriters, major gift officers, and departmental chairs on higher education marketing, pride, and giving campaigns
- Creates digital content for all social media platforms, including Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, TikTok, and Twitch
- Photographed, filmed, edited, acted, and produced marketing campaigns to promote philanthropy, higher education advancement, and student life
- Updated web pages and monitored page accuracy for accessibility and usability through content management systems
- Managed, edited, and produced engaging internal and external university communications and newsletters

Leadership & Project Management

- Manages multiple freelance projects including consultations, financial agreements, revisions, and asset delivery in a professional and timely manner. Collaborates closely with clients, applying feedback and critiques to deliver work tailored to needs/mission/vision/values
- Monitors brand and design standards across platforms for identity cohesion
- Coordinated University social media schedule and managed simultaneous digital content creator teams
- Offered student mentorship and leadership training as student organization advisor and marketing internship manager
- Trained employees on website content management systems, user experience, and accessibility
- Provided insight and perspective on university alumni boards and strategic planning committees