

Nathaniel Finn

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Highly motivated professional with 5+ years of experience building impactful brand identities through digital and print design, web development, and strategic marketing campaigns. Skilled in creating custom graphics, interactive animations, responsive websites, and cohesive branding solutions. Proven ability to optimize engagement and deliver measurable results. Adept at researching, presenting, and implementing innovative ideas for multi-faceted campaigns, including photo editing, logo creation, and interactive media.

Education/Certifications

BA in Graphic Design and Web Development, Southern New Hampshire University - Remote

Graduated: May 2023

BA in Public Relations, Marketing, and Applied Communication, Coastal Carolina University - Conway, SC

Graduated: June 2017

Professional Experience

Hollings Cancer Center of MUSC | Charleston, South Carolina

Graphics and Web Design Manager II | February 2024 to November 2024

- Designed and managed SEO-optimized web pages in SiteCore CMS, ensuring accurate, user-friendly content that improved site engagement by 20%
- Produced a variety of digital and print assets, including brochures, newsletters, signage, and social media content, adhering to strict brand standards
- Utilized Google Analytics and Conductor SEO to identify optimization opportunities, increasing search visibility by 12% within six months
- Created visually impactful PowerPoint presentations with custom graphics for leadership and researchers, enhancing communication during key events
- Managed multiple marketing and communications projects, meeting deadlines and delivering results that supported a notable increase in campaign effectiveness
- Collaborated across departments to streamline web content updates and design workflows, reducing turnaround times by 25%

Century 21 Real Estate | Remote

Marketing Design Coordinator | March 2022 to February 2024

- Redesigned and maintained the company WordPress site, increasing traffic by 35% and ensuring it is compliant with accessibility guidelines
- Produced digital and print assets, including property marketing advertisements, newsletters, and flyers
- Enhanced SEO strategies, achieving a 32% increase in organic rankings within three months
- Managed multi-channel marketing campaigns, boosting lead conversions by 15%

Century 21 Real Estate | Toms River, NJ - Hybrid/Part Time

Social Media/Email Marketing Strategist | March 2018 to February 2022

- Designed bi-weekly newsletters and segmented email campaigns, increasing user engagement by 30%
- Grew social media audience by over 2,000 followers through targeted marketing campaigns and strategic social networking
- Expanded email contact list by 62%, leveraging social media and lead generation tools

Key Skills

- Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate), Canva
- Web Development: WordPress, HTML5, CSS3, JavaScript, PHP
- Multimedia Design: Custom Graphics, Infographics, Animation
- Brand Marketing: Visual Identity, Logo Design, Consistent Messaging
- SEO & Optimization: Google Analytics, SEO Best Practices, website accessibility, visibility, functionality
- Other Tools: PowerPoint, CMS Platforms, Visual Studio, Prototyping Tools like Figma and Adobe XD