

# MICHAEL TRAYLOR

CREATIVE PROFESSIONAL

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Online Portfolio: michaeltraylor.com

## *Experience*

### **The Suddath Companies – 2012 to 2020**

**Senior Manager of Branding and Design** – Responsible for all aspects of design, leading internal and external creative resources from concept through execution, production and distribution. Deliverables include, but are not limited to, brand style guides, sales collateral, web/digital assets, photography and videography. Meanwhile elevating and protecting brand identity, effectively representing business services and value propositions through design and imagery. Providing a high level of service to internal stakeholders through collaboration, managing tight deadlines and consistently delivering quality creative solutions.

**Graphics Production Specialist** – Responsible for supporting internal stakeholders with all aspects of graphic design, from concept through execution, production and distribution. Deliverables include but are not limited to sales collateral, digital assets, event assets, presentations, and signage. Maintained and protected brand identity while providing a high level of service.

### **Interline Brands – 2003 to 2012**

**Senior Graphic Designer** – Responsible for working with design team to constantly develop, and build branding across thirteen separate distributor brands, and twelve private label brands. Handling projects from concept to completion that include, but are not limited to, catalog covers, ads, trade show booths, packaging, corporate sales collateral, web design, and social media content. Other responsibilities include photography, photo shoot direction, show booth set-up and break down and aiding in logo trade marking and registration.

**Production Artist** – Responsible for producing catalog and flyer pages, ads, signs, postcards, brochures and other promotional materials needed to promote company programs and products. Assist the department in any manner, where qualified.

### **NCP Solutions - 2000 to 2003**

**Quality Control Clerk** – Responsible for reviewing client job jackets to ensure that applicable customer quality requirements were identified at earliest possible stage and communicated in a manner to ensure compliance. Prepared jobs for inserters and/or collating areas and frequently monitored their batch control. Examined jobs for correct stock and to ensure they met postal specifications.

## *Skills*

Proficient in: Mac and PC platforms, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver Premier, After Effects, Acrobat), Wordpress, Hubspot  
Microsoft Office 365 (Word, Excel, PowerPoint, Outlook, Teams)  
Working knowledge of: HTML, CSS and SEO

## *Qualifications*

Knowledgeable and skilled with the tools and techniques required to work efficiently within my profession.  
Assertive team player with proven project management skills.  
Quality worker with a superb attention to detail and organization.  
Excellent written and verbal communication skills.  
Ability to assess long term goals while achieving daily objectives.  
Dependable employee with company objectives in mind.

## *Education*

Florida State College at Jacksonville: 2001 - 2004 A.S. Degree in Graphic Design  
Santa Fe Community College: 1995 - 1997  
Bradford Vocational School: 1992 - 1996 Business Administration  
Bradford High School: 1992 - 1996 Diploma