

# ALEX HERBERS

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**Web Designer**  
alexherbers.com

(513) 509-4054  
alexanderherbers@gmail.com

## EDUCATION

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**Kent State University**  
Bachelor of Fine Arts in Visual Communication Design

May 2014

## EXPERIENCE

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**Webmaster & Digital Content Specialist** at Kent State University

**October 2019 – Present**

*Responsibilities:* Working on the marketing team and leading digital marketing implementations for University College, a collection of 10 Kent State departments. Wireframing and custom web designs for the university's Drupal implementation, video production, photo editing, client and student communication, support chat administration, project advising, copywriting. Creating a sub-brand to set UC apart within the Kent State brand. Training staff on new technologies/programs.

**Interactive Designer** at Eleventy Marketing Group

**June 2017-June 2019**

*Responsibilities:* Print and web design for clients, including eCommerce and shipping management, digital ad creation, project management, CMS web design, photo-editing, client communication.

**Art Director** at Anthony Thomas Advertising

**January 2017-April 2017**

*Responsibilities:* Responsive website design, print and brochure design, WordPress website building, site-map building, wireframing, CSS, HTML, eCommerce, some photography.

**Graphic Designer** at Vance Interactive

**April 2015-December 2016**

*Responsibilities:* Web design, eCommerce, wireframing and design, branding, print work, photo editing, client communication, training clients/users, copy editing.

## TECHNICAL SKILLS

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### Adobe CC

Illustrator  
Photoshop  
InDesign  
After Effects  
Premiere  
Dimension

### Web Design

Wordpress  
Shopify  
Drupal  
HTML & CSS  
Constant Contact  
HTML Emails  
Local Repositories  
SiteImprove

### Other

MacOS & Windows  
Copywriting & Proofreading  
Public Speaking & Teaching  
Ticketing Systems  
Project Mgmt. Software  
Basic IT Knowledge  
Google Analytics

## REFERENCES

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### Ian McCullough

(330) 842-3427  
ianmccullough014@gmail.com

### John Jewell

(330) 807-7863  
jjewell5@kent.edu