

Dave Mockaitis

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PROFILE

Designer with global experience in graphic design, web analytics and digital prepress. Proficient in executing print and digital communications campaigns with analytics, design and public relations.

CAREER PROGRESSION

Digital Communications Specialist (2010 – 2011) Avery Dennison – Leiden, Netherlands

- Created custom Google Analytics configurations through advanced filtering and profiling for two global, multilingual digital properties
- Executed redesign of 1100-page international corporate site in eight languages with hand-coded HTML and CSS
- Created, sent and monitored e-mail campaigns in addition to developing a custom system for integrating e-mail metrics into Google Analytics dashboards
- Designed print and web collateral for global distribution while developing and implementing best practices

Communications and Research Manager (2007 – 2010) Council for Economic Outreach/ Gainesville Area Chamber of Commerce – Gainesville, FL

- Designed and deployed print and web communications to recruit more than 250 jobs to the community in a down economy using WordPress and the Adobe Creative Suite
- Managed extensive web site redesign and content creation that successfully branded four associated agencies with one site while recouping all expenses within one year
- Managed and implemented a mobile membership directory with input from committees, stakeholders and membership
- Tracked and analyzed E-mail marketing campaigns, web site performance and engagement of multiple audiences
- Trained communications team on Adobe design applications, PDF workflow and best practices for the web

Digital Prepress Operator (2006 – 2007) Beechler's Printing Inc. – Gainesville, FL

- Preflighted and coordinated designs and documents for publication with Quark, Adobe, Microsoft and Corel applications
- Utilized and troubleshot AGFA direct-to-plate server and output technology
- Designed and typeset publications for a variety of clients

Flash Designer (2003 – 2004) Time-O-Matic – Danville, IL

- Designed a vocabulary of more than 300 Flash animations for sign administrators to create an infinite combination of custom displays
- Consulted on the design and layout of customer software application

Senior Production Operator (2000 – 2003) Kinko's – Champaign, IL

- Coordinated digital and analog output
- Implemented Adobe PDF workflow to efficiently multitask multiple projects
- Utilized advanced file preparation techniques to efficiently streamline production

AWARDS & PROFESSIONAL DEVELOPMENT

Crisp Execution Award – Avery Dennison Leadership Team, July 2011

This award is given quarterly to a team that demonstrates remarkable performance. This particular recognition commemorates the execution of a complete redesign of an 1100-page international corporate site in eight languages with hand-coded HTML and CSS.

Golden Image Award awarded by the Florida Public Relations Association for planning & developing “Netroots Rising: Grassroots Communications in a Digital Age,” August 2009

Director of Electronic Media (2009-2010) Florida Public Relations Association, Gainesville Chapter

- Coordinated E-mail and social media campaigns that attracted and retained membership while contributing to the organization being awarded **2010 Chapter of the Year**
- Designed collateral materials for Golden Image Award-winning professional development seminar on grassroots communications in the digital age in addition to helping with planning and coordination
- Served as webmaster for Chapter site

Member (2007-2010) Advertising Federation of Gainesville

FREELANCE & PRO BONO PROJECTS

Pro Bono Web Analysis (2011) Pendle Hill – Wallingford, Pennsylvania

Developed custom Google Analytics configuration with e-mail statistics & web reporting

Freelance Print and Web Design (2010-2011) Time Out Amsterdam – Amsterdam, Netherlands

Designed web sites, developed web content and streamlined print design with advanced GREP styles

Freelance Web Design (2010) GNO515 Media – Makawao, HI

WordPress design and development

CONTINUING EDUCATION

WordCamp Philly, 2011

Google Analytics Individual Qualification – License 00424189, October 2010

Adobe Photoshop Down & Dirty Tricks Seminar, January 2010

WordCamp Orlando, 2009

New Horizons Computer Learning Center, Graphic Design & Media Curriculum, 2008

EDUCATION

University of Illinois at Urbana-Champaign

- Bachelor of Arts in Liberal Arts & Sciences, Cultural Anthropology, 2002
- Supporting Coursework in Art History and Visual Cultural Studies
- Minor in Information Technology Studies