



## KEITH HAYNIK

9272 Cherry Tree Drive #205  
Strongsville, OH 44136

[keithhaynik.com](http://keithhaynik.com)

[look@keithhaynik.com](mailto:look@keithhaynik.com)

216.408.9547

**Bachelor of Science**

**Graphic Design & Communication**

*La Roche College, Pittsburgh, PA*

Self-directed professional with success in **creative strategy** and **swift execution** of advertising and marketing needs including branding, print, tradeshow, packaging, digital marketing, email campaigns, banner ads, website and optimization. Flexible, resourceful, and always trying to grow as a graphic designer.

### **Qwick Creative, Cleveland, OH :: GRAPHIC DESIGNER**

*(August 2015 to present)*

**Advertising for potential business with digital advertising and traditional media.** Collaborating with clients to clarify their goals and requested deliverables. Brand development, printing, catalogs, brochures, websites, email campaigns, direct mailers, digital ads, and tradeshow graphics. Clients include: Europa International, Durajoint Concrete Accessories, Fomo Products, Garrison Dental Products, The Dental Exchange, Hott Associates, ROSS Environmental, Dutch Girl Brewery, and Nations Lending Company.

### **The Dental Exchange, Cleveland, OH :: CREATIVE DIRECTOR**

*(January 2015 to July 2015)*

**Drove design of social media and email campaigns, traditional media, and company websites.** Championed all branding initiatives for smartphones apps and online/print collateral. Developed expansive and effective usability standards for websites and applications. Devised and managed SEM/PPC campaigns on Google, Bing, Yahoo, and other networks. Crafted and implemented SEO for on-page site marketing optimization, link building, and content development. Ensured all marketing initiative goals were accomplished on time; worked independently and in successful collaboration with vendors and web developers.

### **Coltene/Whaledent, Cuyahoga, OH :: SENIOR GRAPHIC DESIGNER**

*(May 2007 to December 2014)*

**Headed creation of company catalogs, brochures, online media, and websites; developed sell sheets, packaging, and labeling.** Introduced effective communication of cross functional teams to ensure seamless implementation of design deliverables for launch of products. Created and managed Facebook paid marketing (CPC and CPM). Set up and maintained company Twitter accounts, Facebook fan pages, and other social media profiles. Identified need for and established optimized digital workflow and analytics tracking system for closed-loop marketing campaigns. Directed domestic creative team members and established consistency with the initiatives of company's European team.

### **October-Design Advertising, Cleveland, OH :: GRAPHIC DESIGNER**

*(May 2006 to May 2007)*

**Drove full cycle of print collateral and online media design from initial concept through project completion.** Enforced priorities, deadlines, and strict timelines with fellow designers. Forged effective communications with national clients during all phases of projects including vital design decisions. Oversaw photography shoots for product campaigns and project catalog requirements. Ensured accuracy with offset and screen-printed materials by overseeing press-checks. Established and maintained excellent rapport with print vendors to expedite requests and procure specialty print items.