



# ZACHARY MORIN

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## EXPERIENCE

### KOKOON

*Creative Assistant*

*2012 - Present*

- *Designed all marketing materials for Spring and Fall 2013 clothing lines including multiple online sale & clearances.*
  - *Delivered informative presentation on social media marketing to sales representatives at annual sales meeting.*
  - *Coordinated and executed numerous social media campaigns resulting in a 200% increase in web traffic.*
- *Oversaw upgrades of content management systems, migration to VPS servers, and optimization of SQL database.*

### SOUND IN MOTION

*Graphic Designer*

*2012 - Present*

- *Spearheaded all marketing and branding materials for multi-night music festival "ESCAPE".*
  - *Project Assistant for multi-million dollar music festival "Summer Set".*
- *Created a variety marketing and branding materials. This includes (but is not limited to) printed media, digital artwork, photography, information layout design, and audio engineering.*

### MINNETONKA CENTER FOR THE ARTS

*Educator*

*2012 - Present*

- *Taught three day seminar on shooting, developing, and printing 35mm black & white film to teens ages 12 -17.*
- *Assisted and taught a diverse range of youth art classes including ceramics, printmaking, drawing, and painting.*
  - *Photographed various events for online marketing.*

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## SKILLSET

- 1. Adobe Photoshop*
- 2. Adobe Illustrator*
- 3. Adobe InDesign*
- 4. HTML*
- 5. CSS*
- 6. Content Management Systems*
- 7. OS X Automator*
- 8. Google Analytics*

## IMPLEMENTATION

- 1. Javascript (jQuery)*
- 2. MySQL*
- 3. phpMyAdmin*

## EDUCATION

*University of Wisconsin  
B.S. Fine Art - Printmaking  
Minor - Photography*

*La Crosse, WI*

*2007-2012*