

MICHAEL MCDIVITT

MULTIMEDIA DESIGN & DEVELOPMENT

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OVERVIEW

Experienced digital, web, and print production designer with over two decades of professional expertise. For more than 20 years, I have played a crucial role in driving the creative direction and success of leading music industry brands like Gibson and Epiphone, Centric Entertainment (a privately owned multimedia company), The Grand Ole Opry, and Circle, an award-winning music television network. My contributions encompass designing, developing, and delivering strategic assets for both physical and web-based platforms. Throughout my tenure at these organizations, I have progressively expanded my responsibilities and influence, ultimately specializing in digital design, marketing and web design, along with front-end development. I have a proven track record of collaborating with diverse local and international teams to execute a wide array of successful campaigns.

EDUCATION

Bachelor of Fine Arts

Lee University, 2002 - 2008

Combined degree in Public Relations and Advertising with a general focus on marketing and applied communication.

EXPERTISE

Adobe Creative Cloud

Photoshop	Illustrator
InDesign	Lightroom
Premiere Pro	Acrobat Pro
After Effects	

Microsoft Office

Word	Excel
Powerpoint	SharePoint

Google Suite

Google Docs	Google Calendar
Sheets	Slides
Google Drive	

iWork

iCloud	Pages
Numbers	Keynote

HTML5

CSS3

Bootstrap Javascript

jQuery PHP

CMS Software Basecamp

Wordpress SquareSpace

Several Web-based design suites
(Canva, Sketch, etc.)

EXPERIENCE

Multimedia Marketing Design

Circle Media LLC / Nashville / 2019 – Present

Lead Multimedia Marketing Designer for the Circle Network, an award-winning Country Music & Lifestyle media company with a reach of 44M+ households across its television network.

- Lead designer, handling digital and print graphic design.
- Involved in front-end development and design for the Circle Network website, including assisting in the strategic re-design of the existing site, which saw a surge in new user traffic by 243%.
- Designed campaigns with the Social Media team, with an audience of 3.5M followers / subscribers and an average of 20M impressions monthly.
- Collaborated with other Ryman/Opry properties on both print and digital campaigns.
- Contributed to the creation of updated brand guidelines as well as the continued evolution and maintenance of the Circle brand.
- Led the development of a refreshed overall look and feel, encompassing major digital campaigns, the Circle website, and physical print campaigns.

Lead Digital Designer

Centric Creative Group / Nashville / 2018 – 2019

Lead / Senior Digital Designer for the Centric Creative Group, the internal creative team for Centric Entertainment.

- Collaborated with Digital Marketing and Brand Strategy teams on diverse client campaigns.
- Managed web-based projects for clients and Centric properties from initial design to final build-outs.

■ EFFICACIES

Digital, Print and Web Design



Multi-Platform UX/UI Design



Brand Development



Advertising



Social Media Marketing



Copywriting



Web Development (Front-End)



SEO



Project Management



Content Management



Public Relations



■ EXPERIENCE (CONT.)

Lead Designer of Global Marketing

Gibson Brands, Inc. / Nashville / 2008 – 2018

Lead Designer of Global Marketing that spearheaded innovative digital, print and web marketing design as well as maintained brand integrity across the entire family of brands.

- Acted as a principal creative force on numerous design and marketing campaigns across the entire family of brands.
- Designed continued outgoing digital operations and created UX/UI designs for various applications.
- Collaborated with individual Print / Marketing teams globally on campaigns and marketing strategies.
- Maintained the consistent look and feel of all company-related web and print properties.
- Conducted front-end development for both existing and new web-based projects.
- Acted as a key contact point and facilitator for various agencies, including Adobe, Amazon, and Google, throughout projects.

Digital / Print Designer and Front End Web Developer

Lee University / 2003 – 2008

Graphic designer and front end web developer for university related marketing as well as various university web properties and portals.

- Worked on major marketing campaigns both student facing and public facing across multiple platforms.
- Worked on and managed various university web properties and portals for faculty, staff and students.

Contract Professional Design

Design - Front End Development - Marketing / 2001 – Present

- Freelance contractor specializing in digital and print design, front-end development, and marketing initiatives.
- Executed a wide range of projects, demonstrating versatility in skills.
- Successfully handled corporate identity projects and contributed to marketing strategy development.
- Engaged in various marketing initiatives to enhance brand presence and visibility.

■ REFERENCES

Available upon request.