

# MICHAEL TRAYLOR

CREATIVE PROFESSIONAL

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Online Portfolio: michaeltraylor.com

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## *Professional Summary*

Creative Professional with a demonstrated history of performing Graphic Design in the healthcare, transportation, and product distribution industries. Proven ability to provide creative direction, strategy and leadership for large enterprises with many stakeholders, ranging from Marketing Managers to C-suite Executives. **Online Portfolio: michaeltraylor.com**

### **Skill Set Includes:**

- Graphic design (Print and digital media, environmental, packaging)
- Web/UX design
- Photography and videography production
- Team leadership/management
- Digital asset management
- MAC, PC, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, Dreamweaver), WordPress, Hubspot, Microsoft 365 Suite (Word, Excel, PowerPoint, Outlook, Teams), HTML, CSS and SEO.

## *Professional Experience*

**One Call**, Jacksonville, FL – 2020 to Current

### **Creative Director**

- Providing oversight to the creative services team, giving guidance and management on all creative aspects of campaigns, initiatives, and projects – both internally and externally.
- Define the creative vision for the One Call brand for use through the digital, print, and mixed media space.
- Ensure that the visuals, messaging, and interactive elements of a project are properly aligned with the creative vision and brand standards.
- Establish schedules for short-term and long-term projects, plan tasks accordingly, and ensure goals and deadlines are met and within budget.
- Present recommendations to stakeholders and/or senior leadership to explain campaign strategies and solutions.

**The Suddath Companies**, Jacksonville, FL – 2012 to 2020

### **Senior Manager of Branding and Design**

- Hands on leader of internal and external creative resources regarding all aspects of design, from concept through execution, production and distribution.
- Deliverables include, but are not limited to, brand style guides, brand identity, sales collateral, web/digital assets, photography and videography.
- Represent business services and value propositions through design and imagery.
- Provide a high level of service to internal stakeholders through collaboration, managing tight deadlines and consistently delivering quality creative solutions.

**Interline Brands**, Jacksonville, FL – 2003 to 2012

### **Senior Graphic Designer**

- Responsible for working with design team to constantly develop, and build branding across thirteen separate distributor brands, and twelve private label brands.
- Handled projects from concept to completion that include, but are not limited to, catalog covers, ads, trade show booths, packaging, corporate sales collateral, web design, and social media content.
- Other responsibilities included photography, photo shoot direction, show booth set-up and break down and aiding in logo trade marking and registration.

## *Education*

Florida State College at Jacksonville: 2001 - 2004 A.S. Degree in Graphic Design