

# Frank Baldwin

Senior Graphic Artist &  
Marketing Manager



## CONTACT

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### Address

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L1G 7E5

### Social

LinkedIn: @spiller123  
Facebook: frank.baldwin1  
Twitter: @frankbaldwin

### Portfolio

FrankBaldwin.ca

## AREAS OF EXPERTISE

- Brand Building
- Creative Manager
- Graphic Design
- Website Development
- UX Strategies
- Adobe Creative Suite
- Microsoft Office
- HTML/CSS

## PROFESSIONAL PROFILE

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- Senior Graphic Design Specialist with 20+ years of experience in the management of the complete design process, from conceptualization to delivery.
- Expert at creating effective brands and establishing corporate standards.
- Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign) Microsoft Office and web design applications (Dreamweaver, HTML).
- Able to utilize UX concepts to enhance web designs and digital storytelling to help my client's brand stand out.

## PROFESSIONAL EXPERIENCE

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### SPILLER INC

**2014-Present**

*FREELANCE GRAPHIC ARTIST, WEB DESIGNER & MARKETING MANAGER*

A design firm that has helped over 100 companies position, promote and market their unique brands.

- Lead in the design, production and implementation of marketing strategies while helping clients cut their costs by an average of 15%.
- **Designed & published over 240 books over 4 years** ensuring quality and accuracy in the designs
- Extensive knowledge of production and distribution processes of different media structured to exceed budget and deadline targets

### FIRST WORLD TRADE CORP.

**2008-2014**

*DIRECTOR OF OPERATIONS*

Oversee daily corporate operations, strategize, execute, and manage integrated marketing initiatives designed to penetrate the target market.

- **Composed and executed aggressive marketing plans for various corporate divisions, growing the consumer base by 150%**
- Built solid, reliable sales channels globally and facilitated distribution of various commodities into Canada in which increased forecasted annual volume by 50%.
- Research and business aptitude— Effectively used for analyzing market segments, product potential, promotion, marketing and networking.

### TERAGO NETWORKS

**2004-2008**

*CREATIVE MANAGER*

Constructed inspiring corporate brand, representing strength and trust quickly positioning TeraGo as serious, viable alternative in the business internet space.

- Working with senior management to compose **integral marketing planning, effective execution lead to \$10 million in profit** in 4 years
- Supported and directed the sales and developer team to build out tools to fill the sales funnels and increase productivity by over 120%
- Designed client and investor materials to assist in closing over \$15 Million in private capital allowing TeraGo to accelerate the business model

## EDUCATION

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**DIPLOMA:** *Audio, Video, Graphics Communications Technician*

1994-1996 - Sir Sandford Fleming College - Peterborough Ontario

**PROFESSIONAL:** *User Experience and Interaction Design*

2017-2018 - The Interaction Design Foundation