



PATRICK M. DOWNTON

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PROFESSIONAL EXPERIENCE

Professor of Design: 1/10 to Present.

Devry University – Kansas City, MO.

- Developed creative methods to teach undergraduate students.
- Delivered courses in entertaining and informative manner.
- Utilized latest teaching methods including online learning tools and group discussions.

Freelance Designer: 8/07 to Present.

- Provide art direction for various promotional materials such as pamphlets and brochures.
- Meet and correspond with clients to determine client marketing needs.
- Present designs and concepts to clients for review.
- Design client websites from conceptualization stage to their implementation.
- Developed database and web interface to meet client needs.

Senior Designer: 8/2005 to Present.

John Knox Village – Lee's Summit, MO.

- Develop and maintain company website utilizing Dreamweaver, HTML, Flash and Photoshop.
- Successfully employed SEO techniques and developed PPC campaign to improve website positioning resulting in 20% increase in traffic.
- Reduced marketing and advertising cost by 50% due to developing effective and innovative designs for a variety of print and web applications.
- Developed online marketing plans for various business units.
- Manage and assist in the implementation of corporate brand identity standards.
- Supervise photography session for key client advertisements.
- Manage and operate Google Adword account.
- Assist and develop various marketing strategies.
- Developed goals and mentored junior graphic artist.
- Implemented strategic marketing/communications plans that stayed within budgetary guidelines.

Graphic Artist: 1/1999 to 8/2005.

The Personal Marketing Company – Lenexa, KS.

- Developed various marketing materials and power point presentations
- Assisted in the planning and development of trade show events.
- Developed marketing campaigns in coordination with marketing specialist.

EDUCATION

Masters of Business Administration in Marketing, May 2007.
Avila University, Kansas City, MO.

Bachelor of Arts Degree in Graphic Design, May 1999.
Avila University, Kansas City, MO.