

# PATRICK M. DOWNTON

2916 NW Chelsea Place | Blue Springs, MO 64015 | 816-863-4930 | pmdownton@aol.com

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## EXECUTIVE PROFILE

### Marketing Management / Web Development / Graphic Design Expertise

My desire is to use my combined ten years of experience in creative design and strategic marketing to help your company reach new levels of success.

#### MARKETING/CORPORATE DEVELOPMENT EXPERIENCE

- Met and correspond with clients to determine client marketing needs.
- Assisted in the planning and development of trade show events and sales presentations.
- Prepared client presentations outlining proposed designs and marketing strategies.
- Advised clients on inexpensive marketing tactics to employ in order to generate leads.
- Negotiated advertising pricing with account representatives.
- Utilized social media tools such as Twitter and Facebook for promotional purposes.
- Delivered exceptional customer services to meet deadlines.
- Performed business office duties, such as accounts payable and accounts receivable, and balanced all accounts monthly.
- Assisted, recommended and sold various products.
- Managed and operated Google Adwords accounts.
- Supervised photography sessions for key client advertisements.
- Developed, managed and assisted in the implementation of corporate brand identity standards.

#### WEB DEVELOPMENT /GRAPHIC DESIGN EXPERIENCE

- Employed Adobe Creative Suite to create postcards, trade show displays and advertisements.
- Provided art direction for various promotional materials such as pamphlets and brochures.
- Utilized Dreamweaver to design client web sites on time and within budget.
- Developed MySQL database and web interface to meet client needs.
- Developed promotional campaigns encompassing direct mail and e-marketing.
- Managed on-press approval process of printed marketing materials to ensure quality.
- Negotiated printing cost among printers.
- Employed SEO techniques to increase in web site traffic.

#### TRAINING/TEACHING EXPERIENCE

- Mentored and coached junior designers through frequent feedback regarding performance.
- Utilized the latest teaching methods including online learning tools, Power Point presentations and group discussions.
- Offered assistance to students outside the classroom when needed.
- Received a 90% approval rating for teaching performance from students.
- Critiqued and provided feed back on student projects.

#### PROFESSIONAL EXPERIENCE

**Adjunct Professor of Design: 1/2010 to present** - Devry University – Kansas City, MO..

**Senior Graphic Designer: 8/2005 to 2/2010** - John Knox Village – Lee's Summit, MO.

**Graphic Designer: 8/1999 to 8/2005** - The Personal Marketing Company – Lenexa, KS.

**Prepress Artist: 1/1994 to 8/1999** – Graphic Technology, Inc. – Gardner, KS.

**Sales Associate: 7/1991 to 8/1992** - GNC – Kansas City, MO.

#### EDUCATION

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

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

Associates Degree in the Arts, May 1993  
Metropolitan Community Colleges, Kansas City, MO

#### SOFTWARE SKILLS

Over ten years experience using the following programs:

- Adobe products including: Photoshop, InDesign, Illustrator, Acrobat, Freehand, Dreamweaver, and Flash
- Microsoft products including: Front Page, Power Point, Excel and Access

#### PROGRAMMING SKILLS

Over seven years experience using the following program languages:

- DHTML, Javascript, Actionscript

#### PORTFOLIO

[www.patrickdownton.com](http://www.patrickdownton.com)