

Mike Mollmann - Résumé

Online Portfolio: mikemollmann.com

Knowledge

Specializing in Retail Web Development and Marketing:

Leadership and Teamwork Building

Magento 1 and 2 Developer

Graphic Design, Photography, Photoshop, Illustrator

Website and In-Store Marketing

WordPress Developer

Promotional Campaigns, Product Merchandising, Packaging, Print Media

Social Media Platforms, Email Marketing

Experience on many different brand's developments for websites and their coordination with physical stores. The work included all aspects of project conceptualization, implementation, communication, production, timing, management, efficiency, and cost.

Technologies

Programming Knowledge:

HTML5, CSS3, CSS-Grid, LESS, XML

PHP, JQuery, JavaScript

Linux, Apache, MySQL, PHP (LAMP Stack)

Terminal Commands

Mobile Development, Analytics, SEO

Employment



Creative Web Pro®

(2009-Present) My sole proprietorship wherein I helped local businesses develop their online presence and generate additional sales. Created multiple strategies including online advertising, SEO, promotions and social media.

Front-end and Back-end Web Developer. Full knowledge in all aspects of the technology and the construction of e-commerce website within various cost constraints. Specializing in the Magento platform (1 and 2) and the WordPress platform.

TALBOTS

(2006-2008) As Senior Art Director responsible for the conceptualization and marketing for the classic style clothing brand. Developed seasonal concepts, mock-up, and materials to celebrate the brand's heritage by highlighting its 60-year history as a leading women's apparel company.

Coordinated and presented campaign concepts for the websites, stores, and print media. Directed the production of approved concepts and insured timely delivery of all materials.

The new concepts and campaigns were well received and resulted in increased revenue. Recognized for my quality work and the success of the campaigns. The concepts included all advertising, corresponding photography, store window presentations, in-store signage, print media, and the store's websites.



(2002-2006) The Columbus Zoo's Save The Manatees Program.

As a volunteer who helped promote and raise money for the new Manatee Aquarium. Became a supplier of graphics and clothing for the zoo's gift shops.

Was asked to create a series of graphic t-shirts to promote the awareness of the program and raise money for the new aquarium. The t-shirts were well received by the public and I was soon asked to design more graphics and products for the zoo's gift shops. Due to the success, it was then expanded from the "Save The Manatee Program" to create a "Wildlife Conservation Program".



(1999-2002) Consulted full-time to help design the brand identity for the O.S.U. College of the Arts. The brand objective was to create increased awareness of, and funding for, the college and its creative programs, both internally and externally.

The successful program covered a wide range of interactive, print, ads and outdoor advertising. The campaign also resulted in my consulting on additional projects and special events for the college's different schools.

Abercrombie & Fitch

(1992-1997) Advanced from Senior Graphic Designer to Senior Art Director. Worked closely with the VP of marketing to develop seasonal storyboards and campaigns into a creative concept for the store's marketing and merchandise. Included in-store marketing, national ads, merchandise graphics, labels, product marketing, and store branding.

Responsibility for the marketing department's six graphic designers and freelancers. Received recognition for my creative graphics which enabled the brand to market their t-shirts at a premium retail price. My designs are still in production to this day.

Freelance Employment

Limitedbrands



VICTORIA'S SECRET

La Senza

EXPRESS

Bath & Body Works®

Education



Columbus College
of Art & Design

Advertising Design Degree (Bachelor of Fine Arts)



Muskingum University

Economics Degree (Bachelor of Arts)