



Chris Reihe
Print & Web Design
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Experience

Web Developer & Graphic Designer / CJ Spray

June 2010 - Current

Responsible for developing the CJ Spray brand and building a strong web presence for the CJ Spray eCommerce website in a very competitive niche market.

Main duties include improving the overall appearance, user experience and marketing of www.cjspray.com. Ongoing website maintenance (adding products, updates and SEO), SEM, PPC, e-newsletters and Social Marketing.

Produce cutting-edge print materials including product flyers, brochures, catalogs, tradeshow graphics and direct mail.

Creative Freelance

March 03 - Current

Work with small businesses and individuals who need professional, cost-effective and attractive ways to promote and build their business or brand. Projects include website design & development, logo/identity design, creative direction, illustration and print media.

Graphic Designer / CPP North America

July 07 - June 2010

Produced thoughtful and polished work in a fast-paced, collaborative team environment with strict deadlines and minimal supervision.

Supported the creative development and production of partnering membership materials, including brochures, newsletters, direct mail pieces and other marketing collateral.

Assisted in the development and production of product website design and content. Prepared final mechanicals for print. Management and maintenance of electronic library of several hundred printed and lasered components.

Production Artist / Harland Clarke Marketing Services

March 04 - July 07

Responsibilities included merging data files with art files using XMPie variable data software, proofing, file conversion and pre press/send files to print. Assisted designers with the layout, design and illustration for various direct mail print media. Collaborating with Account Executives, Designers and Creative Director to meet strict daily deadlines.

Education

Graphic Design BFA (Dec. 2003)

Minnesota State University, Mankato

Skillset

InDesign
Quark
Office
SEO, SEM

Photoshop
Acrobat
HTML, CSS
CMS

Illustrator
Dreamweaver
Flash
Social Media