**MIKE WOOLSON**

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**ABOUT ME:**

I’m a full-spectrum communicator with extensive experience as a project manager, writer, editor, graphic designer, cartoonist

and photographer. With expertise in each, I excel at combining them for creative and effective communication in any form.

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| **EDUCATION:****Master of Science***Ohio University*Major: JournalismMinor: Visual  CommunicationGraduate Assistant on  full scholarship**Bachelor of Arts***University of Michigan*Major: English language  and literature**KEY SKILLS:**Writing and EditingMarketingMessagingIllustrationGraphic DesignInformation DesignProject ManagementPhotography Image ManipulationWry Observations**SOFTWARE:**Adobe Creative Cloud, Microsoft Office, Final Cut Pro, Hootsuite, Mailchimp, Wix, Squarespace, more**COMMUNITY:****Five Ton Crane**Contributing artist for Oakland co-op with works shown at Burning Man, the Smithsonian Institution, the Oakland Museum of California and other venues**The Sisters of** **Perpetual Indulgence**Member of storied LGBTQ+ fundraising and activism group**Education for Change Public Schools**Designed and taught ten-week cartooning courses to elementary students in East Oakland public charter schools**Burning Man,The Crucible &c.**Volunteer documentary photographer for artists, performers, installations and events  | **PROFESSIONAL EXPERIENCE:***Oct 2018 – present***Marketing and Communications Director** *Oakland First Fridays and the KONO Community Benefit District, Oakland CA*Manage messaging, social media, web site, documentation and more for community arts festival and nonprofit neighborhood CBD* Create and maintain websites and newsletters for both agencies
* Grow social media audience substantially through engaging daily posts
* Secured grants to fund performance and interactive activities through 2020
* Helped establish and promote family zone and live performances at the event
* Create messaging and manage media interactions
* Drafted and maintain organization’s first long-term Strategic Plan
* Design and execute branding and collateral for ongoing projects
* Recruit and supervise interns and volunteers to assist with event production, social media, photography and videography
* Establish and maintain relationships with sponsors, donors and performers
* Managed press contacts and drove messaging during a PR crisis following violenceunrelated to the event

*November 1992 – present***Communications Consultant**Provide on-demand services in communication design and execution* Write, edit and design press releases, presentations, infographics, cartoons and

more for Bowen & Bowen, the largest company in Belize (2014-present)* Create infographics, memes, illustrations and comic strips
* Write, design and implement visual presentations and instructional materials in PowerPoint, Keynote and HTML
* Design publications, web sites, and collateral
* Develop and implement logos and brand identities
* Created three ongoing cartoon features for corporate clients
* Shoot, publish and show event and fine art photography for artists and organizations as well as my own work, also published in multiple books and magazines
* Supervised redesign of Taiwan’s leading English-language newspaper (1993-94)
* Taiwan correspondent for *Asia Magazine* and KLM Airlines (1993-94)

*January 1999 – October 2013***Creative Director** *ZOOM Marketing Corporation, Palo Alto CA*Art and ideas department for small strategic marketing firm focused on the tech sector* Designed and created infographics, presentations, cartoons, illustrations, taglines, logos, findings presentations and visual stories in a wide range of styles for clients including Dell, Microsoft, VMware, TiVo and dozens of startups
* Singlehandedly crafted and implemented innovative brand identity in all permutations including web site, presentations and pitches, social media, newsletters, cartoons, printed collateral, signage and all manner of miscellaneous shwag
* Created *Great Moments in Marketing* webcomic, which appeared online and in two printed collections to generate buzz and establish thought leadership for ZOOM
* Created, wrote and maintained website, newsletter and social media
* Shot and edited video and photos for client success stories and company events

July 1994 – December 1998**Project Manager, Writer and UI Designer** *HMG, Emeryville, California*Multitasker at boutique developer of interactive educational media applications* Designed characters and backgrounds, wrote and executed animations, and resolved aesthetic and technical issues for two award-winning K-5 reading programs
* Wrote script, designed interface and supervised production of program used to train and certify field service engineers worldwide in new product installation and maintenance, then wrote scripts for three follow-on projects
* Project manager, writer and UI designer on numerous projects for clients including Microsoft, IBM, Intuit, Silver Burdett Ginn and Duty-Free Stores

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