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Web: www.spiderwebmichigan.com

MIKE LAWSON

VERSATILE DESIGNER ENTREPRENEUR CONSULTANT

"I am an open-minded professional looking to blend my communication and leadership skills into the internet marketing industry."

Education

Full Sail University Online — **Winter Park, FL**
Certification
Internet Marketing
September 2011

Lawrence Technological University — **Southfield, MI**
Bachelor of Fine Arts
Architectural Imaging
May 2006
Honors: *Summa Cum Laude*

Western Michigan University — **Kalamazoo, MI**
Engineering Graphics Technology
August 2000 - April 2002

Experience

Founder / Designer / Marketing Coordinator — **Westland, MI**
Spider Web, LLC - May 2011 to Present

- Plan and execute marketing efforts for Spider Web, LLC.
- Meet with clients and provide personal consultations.
- Communicate with clients and see projects from start to finish.
- Build websites using a variety of industry-leading C.M.S.
- Develop S.E.O. strategies for clients, including keyword research, META tags, and content writing.
- Plan and maintain Google Adwords campaigns for local, and international target audiences and track R.O.I. performance.
- Design branding elements for clients including logos, business cards, web graphics, flyers, and QR codes.
- Provide and maintain web hosting services for clients.
- Design and execute e-mail marketing campaigns for clients.

Graphic / 3-D / Web Designer — **Livonia, MI**
Free-lance Design - Jan. 2006 to May 2011

- Independent and team-oriented designer for various graphic design, 3-D modeling, and web design projects.
- Communicated with clients throughout design process, and directed projects from start to finish.

Graphic / Mechanical / Web Designer — **Novi, MI**
Freescale Semiconductor - Aug. 2006 to Aug. 2009

- Generated 3-D models of product components using AutoCAD.
- Integrated 3-D components into web interactive product packages.
- Designed interactive graphics for software interfaces and website marketing.
- Organized product data table and converted into web database.
- Developed website showcasing product specifics and 3-D renderings.

Awards and Organizations

- Member of the Business Networking International, Dearborn Chapter (BNI, June 2011 - Present).
- Board member and volunteer for Rebuilding Together - Oakland County.
- Active foster parent for Home Furever Dog Rescue.
- Awarded a $3,000 tuition scholarship from the Lawrence Technological University Scholarship Committee (2000 - 2006).
- Lawrence Technological University Dean's List (2003 - 2006).
- Western Michigan University SAE (Society of Automotive Engineers).
- Work published in Lawrence Technological University annual publication the *Prism* (Spring 2006).

Software and Program Skills

	beginner									expert
Illustrator	●	●	●	●	●	●	●	●	●	●
Photoshop	●	●	●	●	●	●	●	●	●	●
InDesign	●	●	●	●	●	●	●	●	○	○
Dreamweaver	●	●	●	●	●	●	○	○	○	○
HTML/CSS	●	●	●	●	●	●	●	○	○	○
Joomla!	●	●	●	●	●	●	●	●	●	●
WordPress	●	●	●	●	●	●	●	○	○	○
BigCommerce	●	●	●	●	●	●	●	●	○	○
AutoCAD	●	●	●	●	●	●	○	○	○	○
Google Adwords	●	●	●	●	●	●	●	●	●	○
Cpanel	●	●	●	●	●	●	●	●	●	○
Constant Contact	●	●	●	●	●	●	●	○	○	○

references available upon request