

David C. McConnehey II

GRAPHIC DESIGNER / ILLUSTRATOR / VIDEOGRAPHER / PHOTOGRAPHER / MARKETING

1533 Greentee Ct., Fort Wayne, IN 46845 • 260.227.0630 • fishwithoutfeet@gmail.com

Dear Prospective Employer,

The CEO of a Fortune 500 Company once told me, "You can't sit on a 2-legged stool."

For the past 20 years, these words have been my mantra. Whether it was expanding the services I offered within my own company, increasing my knowledge of skills I already have learned or being willing to try new avenues to create new business connections, it has always remained a thought in the back of my head.

This versatility has allowed me to excel in my current role as an Online Content Analyst for The ROP Shop. Plus as a state multi-award-winning Lead Graphic Designer, Web Designer, and Videographer for The Bluffton News-Banner this idea was central to everything I did and continue to do. The willingness to expand my abilities has opened opportunities for not just advancement, but to be more flexible and valuable to the company and clients as a whole. When I design, I try to take a more global view and realize that this same information or content may be used in other formats and needs to sometimes be able to be used in other forms of media like; magazines, flyers, and Web Ads, etc. I consider the same global view when I film, edit, and produce regular online sports highlights, produce a commercial for a client, or create the next Political Cartoon for a state-wide columnist.

This was also valuable when, as a senior manager for a major retail chain, I faced the challenge of helping manage a \$35 million per year company or utilizing a \$2 million per year advertising budget for Advanced Hearing Technologies. I made sure that I took advantage of every opportunity to expand the reach of the company, as well as myself. Just like I made sure I did my best to Inspire and encourage whether it was 1 or 150 associates I was given to lead on any given day. I made every effort to be a walking example of not just a manager, but of someone with moral integrity.

My sincere hope is that my talents might be an asset to you, not just now, but in time to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'David C. McConnehey II', with a stylized flourish at the end.

David C. McConnehey II



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GRAPHIC DESIGNER / ILLUSTRATOR / VIDEOGRAPHER / PHOTOGRAPHER / MARKETING MANAGER

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PERSONAL

Name	David C. McConnehey II
Birthday	30th October, 1976
Relationship	Married

CONTACT

Mobile	+1 (260) 227-0630
Email	fishwithoutfeet@gmail.com
Address	1533 Greentee Ct., Fort Wayne, IN 46845

WORK

Experience	20+ years
Currently	Marketing and Communications Manager / Graphic Designer / Illustrator / Photographer Web Designer / Videographer

EDUCATION

Associates	AS Web Design & Multimedia Interface
Art Institute of Pittsburgh	2013
Certificate of Completion	Graphic Design & Illustration
Herron School of Art	1995

HARDWARE & SOFTWARE

Adobe Master Suite, Wordpress, Captivate,
CraftCMS, Filmora, iMovie, MAC, PC, HTML,
XHTML, CSS, jQuery, MS Office, PHP, MySQL,
Wacom Tablets

AWARDS & ACCOMPLISHMENTS

September 2019: 1 - 1st place Best Special Section for Victorious Magazine, 3 - 1st place awards for publications through the INAEA HSPA Foundation State Advertising Contest.*

September 2018: 8 - 1st place awards, 2 - 2nd place awards & 6 - 3rd place awards for publications through the INAEA HSPA Foundation State Advertising Contest.*

September 2017: 2 - "Best in Show" awards for both "Ad" and "Use of Graphics", 3 - 1st place awards, 5 - 2nd place awards & 2 - 3rd place

TIMELINE

2022 -	Marketing and Communications Manager, Web Designer, Graphic Designer, Videographer, Photographer Community Harvest Food Bank
2019 - 22	Visual Media Specialist, Online Content Analyst, Web Designer, Graphic Designer, Videographer, Photographer, Illustrator The ROP Shop
2019	Web Designer, Graphic Designer, Videographer, Photographer, Illustrator Steve Perry Creations
2014 - 19	Lead Graphic Designer, Videographer, and Web Designer Bluffton News -Banner
2016 - 19	Political Cartoonist Bluffton News -Banner
2013-13	Lead Graphic & Web Designer / Marketing Manager Advanced Hearing Technologies
2009 -14	AS in Web Design & Multimedia Interface Art Institute of Pittsburgh
2003 -09	Zone (Assistant Store) Manager Lowes Home Improvement
1995 -	Owner / Operator Fish Without Feet Graphic & Web Design

*INAEA - Indiana Newspaper Advertising Executives Association,
HSPA - Hoosier State Press Association

awards for publications through the INAEA HSPA Foundation State Advertising Contest.*

September 2016: 4 - 1st place & 2 - 3rd place awards both personally and as part of a team for publications through the INAEA HSPA Foundation State Advertising Contest.*

September 2015: 1st Place Video in "New Digital Products" INAEA HSPA Foundation State Advertising Contest.*

November 2007: First to graduate Lowe's Sales Manager program.

November 2005: First to receive Lowe's Manager of the Month award.

PORTFOLIO & OTHER LINKS

PORTFOLIO WEBSITE
davidmcconneheyart.webstarts.com/
VIDEO PORTFOLIO WEBSITE
https://theropshop.com/rugged-u/how-to-videos

SAMPLE DESIGNED WEBSITES
nb-digital.com
shersgaragedoors.com
kellysautocollision.com

jerryackinsuranceandinvestments.com
tomspowerequipment.com
majesticin-homespa.webstarts.com
grsaleservice.com

LET'S TALK!

+1 (260) 227-0630

ABOUT ME

For over 20 years I have owned and operated my own graphic/web design & Illustration business. It requires me to be self-motivated, and have a good handle on time management. I have also been a freelance photographer.

I am currently the Marketing and Communications Manager for Community Harvest Food Bank. I am their graphic and web designer and videographer. I monitor and post to social media. In addition to all of that I come up with marketing ideas and work with the media and printers to complete projects.

Before CHFB I was the Visual Media Specialist for The ROP Shop. My primary duties include maintaining the website, analyzing reports from Google Analytics, Mailchimp, Loomly, Social Media, and other reporting programs.

I also write, video, and edit all educational videos for the company. I did all of the graphic design work for any advertising, both digital and print. Finally, I do any photography and photo editing they need for advertising purposes.

Previously I was a graphic artist, Web Designer and Videographer for Steve Perry Creations. I create and install all kinds of signs for clients across the US. Our signs are vinyl, metal, or CNC sign material. Our clients include many zoos like the Fort Wayne children's Zoo as well as the Cincinnati, Detroit & Columbus Zoo, along with other businesses and themed attractions. I was also the company's Sales Manager.

I am also a freelance graphic artist, Web Designer and videographer for the News-Banner. After leaving there, they retained my services. While there, I was Lead Graphic Designer, Web Designer, and Videographer. I created all ads for the paper as well as other media like; magazines, flyers, Web Ads, etc. I filmed and edited sports highlights for local school sports for their website. I also did occasional Political Cartoons for one of the state-wide columnists.

I was hired in 2012 as the Graphic/Web Design Developer for Advanced Hearing Technologies. After a few weeks there I was promoted to Marketing Director while maintaining my duties as Lead Graphic/ Web Designer. I lead 15 sites across the Country. We produced ads placed in newspapers, flyers, websites, brochures, etc. I would analyze existing ad campaigns and then modify or create new ones on a case-by-case basis. I managed a \$2 million per year advertising budget.

From 2003-2009 I quickly worked my way up to be an Assistant Store Manager for the Marion, IN Lowe's Home Improvement. My duties included helping manage the stores 150 employees. The store made roughly \$35 million annually that I helped budget. I was also the first graduate of their Sales Manager program where I was offered the largest store in northern Indiana.

REFERENCES

Upon Request