**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: Journalism Minor: Visual  Communication Graduate Assistant on  full scholarship  **Bachelor of Arts** *University of Michigan* Major: English language  and literature  **KEY SKILLS:**  Writing and Editing  Marketing  Messaging  Illustration  Graphic Design  Information Design  Project Management  Photography  Image Manipulation Wry 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 violence unrelated 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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