



## Austin Crane

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Charlotte, NC 28205  
678.428.8420  
austincrane@gmail.com

- Education                    BFA, Graphic Design  
                                 Georgia State University  
                                 Ernest G. Welch School of Art and Design  
                                 April 2007 Deans List GPA 3.6
- Technical Skills            Brand - Development and Creative Direction  
                                 Web - Content Management Systems, php, css  
                                 Email - Various Email Marketing Solutions and Campaign Strategy  
                                 All Software solutions including Adobe Creative Suite and Microsoft Office
- Experience                    Digital Strategist  
                                 Bellaworks Web  
                                 Digital Web Marketing Company  
                                 - Responsible for leading a team that helps small businesses market their brand digitally.  
                                 - Daily execution of websites from concept to completion in a fully responsive layout.  
                                 - Responsible for managing a dedicated server for our client's hosting needs.  
                                 Mar. 2013 - present.
- Digital Marketing I New Media  
                                 U.S. National Whitewater Center  
                                 Premier outdoor adventure center  
                                 - As part of the marketing team I designed, maintained and provided content for the website.  
                                 - Provided content for Social Media including Facebook with 30,000+ fans.  
                                 - Responsible for email marketing campaigns to a list of over 50,000.  
                                 - Shot and produced TV commercials.  
                                 - Contribute to the look and direction of the USNWC brand.  
                                 Apr. 2010 - 2013.
- Owner I Creative Director  
                                 MediaZeus  
                                 www.mediazeus.com
- Designer  
                                 New Way Media  
                                 Small Charlotte based Design and Marketing Firm  
                                 Responsible for all clients' design needs including websites, video work and print collateral.  
                                 Aug. 2008 - Apr. 2010
- Freelance  
                                 www.austincrane.me  
                                 Freelance identity, print and web design for many small businesses.  
                                 2006 - present.