

## Jon M. Higgins (Mitch)

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### **Professional Expertise:**

Website Concept, Design, Development, Optimization, and Analytics  
Graphic Design for Web and Print  
Photography / Videography  
Video Post-Production / Compression  
Photo Manipulation  
Email and Social Media Marketing  
Pre-press, Press Checks, Bindery

### **Fluent in Applications:**

Adobe Creative Suite  
Photoshop, Illustrator, Flash, Dreamweaver, InDesign  
Microsoft Word, Excel, Powerpoint  
Final Cut Pro X, Motion, Compressor, Adobe Premiere  
Platforms: Macintosh, Windows

*"Mitch has a great creative flair, and comes up with 'outside the box' solutions to our graphical needs. He has good vision to be able to see the best path from concept to finished product."*

[Ward Bulkley, Owner  
Award Technologies](#)

*"He realizes the end result of the design is to bring traffic AND revenue to the business. Always willing to help where needed."* [Frank Hammon,  
News Director](#)

[WFLS Star Radio Group](#)

I am an accomplished web designer, videographer, photographer, and post-production video editor. I have a strong background in graphic design; I create compelling graphics for web and print materials. I also have an extensive background in developing standards-compliant websites that fill the various needs of company communication and product/service presentation. I focus on new web techniques, site maintenance, email marketing, blogs, and social networking.

I am self-motivated and work with a high degree of autonomy while excelling in highly team-oriented, creative, and collaborative environments.

### **-- Work History --**

#### **Online Multimedia Producer and Web Editor**

##### **American Bar Association**

April 2011 - present

I play a key role in the Communications and Media Relations Division by facilitating and enhancing the association's online messaging. I travel to ABA events and capture photos and video. Photos and broadcast-quality video are made available to media, published online, and distributed via DVD. I am responsible for the acquisition of edit workstations, cameras, audio, and lighting equipment. I also create original web-optimized graphics, maps, and animations. I collaborate with management and journalists, research trends, and advise on ways to improve online communications based on web-analytics and performance tracking.

#### **Web Editor**

##### **Nomadic Display**

November 2010 - April 2011

Responsible for content editing in multi-lingual, HTML, and CSS environments. Produced instructional product video. Collaborated on online marketing and analytics.

#### **Web Graphic Designer**

##### **AMERICA! / Olde Mill Company**

August 2009 – September 2010

Enhanced products' online and print presentation through high-quality photography and video. Increased brand awareness; developed key marketing strategy that targeted social networking, email campaigns and print promotions. Worked closely with regional Marketing Managers to provide retail store signage. Maintained retail website: AmericaStore.com and provided web-analytics.

#### **Web / Graphic Designer**

##### **The Free Lance-Star: Star Radio Group: WFLS / WFLS News / WWUZ / WVBX**

February 2005 – August 2009

Maintained four radio station websites and social media sites. Oversaw online contesting and email promotions; acted as official event photographer; developed posters, tickets, flyers, newspaper print ads, and Flash animated banners for websites. Worked closely with radio News Director to publish breaking news stories online. Strategized on web development, and provided web-analytics.

#### **Graphic Designer**

##### **The Free Lance-Star: Star Directory**

February 2003 – February 2005

Defined layout standard for new phonebook: Star Directory. Coordinated pagination and prepress duties. Created and produced display ads for outside clients. Designed and produced promotional print materials and newspaper ads. Created print and online versions of Star Directory Promotional Media Kit.

#### **Web Designer**

##### **The Free Lance-Star: fredericksburg.com**

November 1999 – February 2003

Played an integral role of maintenance and daily updating of news website: fredericksburg.com. Collaborated with outside clientele to create new websites; redesigned graphics for vertical products: Homes, Wheels, and Yellow Pages. Created print and online versions of fredericksburg.com Media Kit.

#### **Marketing Coordinator / Art Director**

##### **Chambers Cable / Chambers Productions Film & Video Production**

February 1997 – September 1999

Produced marketing campaigns promoting film/video/post production and sound stage facilities. Provided creative support to the company's 3 ABC affiliates, and corporate office. Produced print ads, trade show banners, video box sleeves, vehicle lettering, direct mail collateral, and internal forms. Created and maintained company website. Produced graphics for OLN TV broadcast program.