

## **Christopher Banks**

742 Nobel Drive, Unit B  
Santa Cruz, CA 95060  
phone: 831-454-9905  
email: site@christopherbanks.com

### **SUMMARY OF QUALIFICATIONS**

Eleven years experience including graphic design, web design, copywriting, public relations and marketing strategy; Analytical problem-solver with strong design, technical and business skills; Exceptional individual producer and team collaborator; Recognized for ability to manage entire design project lifecycle

### **EXPERIENCE**

#### University of California, Santa Cruz | **Marketing Communications Specialist**

Santa Cruz, CA | March 2005 - present

Develop, write and edit content for print and web publications; Oversee and assist in the design and production of marketing materials; Provide marketing research, planning, and assessment; Supervise web specialist and graphic designer

#### DCeducation.com | **Design and Technology Director**

Santa Cruz, CA | March 2000 - July 2004

Consulted on business plan for online course provider to serve the continuing education needs of 50,000 doctors of chiropractic in North America; Collaborated with instructors on course creation; Developed and managed web site featuring automated course registration and payment applications; Designed marketing collateral and advertising

#### Nashua | **Art Director and Systems Manager**

San Francisco, CA | December 1996 - July 2000

Designed marketing materials, product packaging and web sites for this leading paper, label and toner manufacturer; Managed San Francisco office information technology systems; Provided computer training to individuals and groups

#### Trader Publishing | **Graphic Designer**

Hayward, CA | December 1995 - December 1996

Created presentations to market *New Cars* magazine in San Francisco bay area; Educated sales team on ad design/production issues and supported team by following up with clients on revisions and approvals; Produced full-color magazine twice per month

#### The Primm Company | **Art Director**

Norfolk, VA | July 1994 - October 1995

Collaborated with creative director and account executives on advertising concepts for clients that included the area's largest health care provider and best-selling automobile dealership; Produced print ads, television storyboards, and marketing collateral

### **TECHNICAL SKILLS AND TOOLS**

APPLICATIONS: Photoshop, Illustrator, InDesign, Acrobat, QuarkXPress, Dreamweaver, Fireworks, FileMaker Pro, Word, PowerPoint, Excel, FrontPage, BBEdit, Fetch

WEB DEVELOPMENT: HTML (hand code), CSS (hand code), Javascript (editing), PHP, MySQL

Macintosh and Windows platforms

### **EDUCATION**

Bachelor of Fine Arts (BFA), Graphic Design  
Old Dominion University, Norfolk, VA: 1989 - 1994