

# Dale Walk

**STRATEGIST | CREATIVE | MULTIMEDIA EXPERT**

**dalewalk.media@gmail.com | 412.929.1177 | Cleveland, Ohio | dalewalkportfolio.com**

Motivated multimedia expert and strategist seeks to enhance your campaign goals.

## Education

### **BACHELOR OF ARTS**

Media Communications  
Indiana University of Pennsylvania

### **Figma UI/UX Design Essentials**

Professional Certificate | Udemy

### **ASSOCIATES OF APPLIED SCIENCE**

Video Production and Media Technology  
Stark State College

### **Basic and Advanced Analytics**

Professional Certificate | Google Analytic

## Experience

### **Marketing Coordinator**

National Design Mart | Medina, OH | 2024-Present

Create video, photo, motion graphics, and digital design content to support marketing initiatives and brand storytelling. Manage and execute multi-platform social media strategies to increase brand awareness and engagement. Develop and oversee digital ad campaigns, partnerships, and event promotions. Establish and maintain social media best practices, brand voice, and content guidelines. Deliver projects on time and within budget, achieving significant growth in social media views, followers, and user engagement.

### **Brand Marketing & Creative Consultant**

Arnone Hospitalities | Akron, OH | 2024-Present

Produce video, photo, and print design content. Strategize, coordinate, and produce social media content. Develop and design branding guidelines, websites, and promotional campaigns. Establish and manage social media accounts. Successfully complete projects within scope, budget, and timeline. Significantly increase social media platforms, views, and followers.

### **Multimedia and Marketing Specialist**

*Stella Maris* | Cleveland, Ohio | 2024

Create engaging digital content and manage social media with positive interactive results. Design layout, provide media, and event coordination. Integrate, train, and manage project workflows for stakeholder's needs. Develop marketing strategies to promote growth and participation.

## **Multimedia Design Lead**

*Pace Personnel* | Cleveland, Ohio | 2023-2024

Develop, design, and implement brand identity by conducting competitor analysis. Conceptualize and design email campaigns and content. Design, integrate, and publish marketing campaigns creating significant growth.

## **Multimedia Specialist**

*The Allegheny Intermediate Unit* | Pittsburgh, Pennsylvania | 2017-2023

Produce video and motion graphic content. Strategize, coordinate, and produce creative media for a student enrollment campaign. Establish guidelines, train, and supervise social media editors. Successfully expand marketing client base. Facilitate rebranding of the organization.

## **Software**

Adobe et. al.; Microsoft et. al.  
Canva; Figma; Hubspot;  
Mailchimp; Monday.com;  
OpenAI; Squarespace;  
Wordpress; Google Flow

## **Skills**

Project Management; Analytics;  
Marketing; Creative; Design;  
Communication; Social Media

Additional information can be seen on LinkedIn and [dalewalkportfolio.com](https://dalewalkportfolio.com)

