

MICHAEL PURGAR

Web Design • Graphic Design • Content Management

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Portfolio

laughingpenguin.com

PROFICIENCIES

Expert

Photoshop
Illustrator
Dreamweaver
InDesign
Acrobat
HTML
CSS
FTP

Skilled

Constant Contact
Hootsuite
Google Analytics
Google DoubleClick
ExpressionEngine
WordPress
Adobe Audition
Fireworks
Flash
Javascript
SEO

Familiarity with PHP, ASP, jQuery, various CMS platforms and Microsoft Office.

I have also done some professional voice-over work and have acted as announcer for local events.



PROFILE

A dedicated professional with many years experience in both web and print, along with social media and content management. Broad-based knowledge earned from experience in agency, broadcast and publishing environments. Always eager to embrace new challenges in creatively communicating messages across multiple platforms, and adept at managing multiple tasks simultaneously.

EXPERIENCE

• Cablevision - Bethpage, NY

Visual Designer Consultant, November 2015 — Present

- › Perform frequent updates to company intranet
- › Organize and convert content for migration to new intranet CMS platform
- › Implement image gallery code to work on new intranet
- › Create graphics in support of articles posted
- › Collaborate with content providers to track migration of content across intranet sites

• Canon, Inc. - Melville, NY

Web Design Specialist Consultant, August 2015 — October 2015

- › Created images to support product launch on website and internet and home page ribbon images
- › Converted web content for site migration between CMS platforms
- › Created PDF flyers for marketing
- › Performed troubleshooting on web content and corrected code for launch
- › Performed inventory on site assets in preparation for new site launch

• Xavier University School of Medicine Admissions Office - Woodbury, NY

Marketing/Graphic Designer, April 2015 — August 2015

- › Planned out and designed new brochures and printed collateral for the school
- › Created advertisements for various print publications to promote the school
- › Created new internal print materials such as student newsletters and course syllabus
- › Designed and executed e-mail campaigns to current and prospective students
- › Performed content updates to the website as needed, and worked with off-site developers to implement new features
- › Maintained all social media platforms to promote school programs and events
- › Created and maintained ad campaigns in both Facebook ads and Google AdWords

• Long Island Pulse Magazine - Patchogue, NY

Director of New Media - Hands-on, June 2010 — October 2014

- › Grew website traffic from a peak 32,593 pageviews in 2010 to 79,144 in 2014
- › Maintained daily Facebook presence, increasing the fan base from approximately 2,500 to over 19,000 followers
- › Created and maintained a company newsletter to increase website traffic and create ad revenue opportunities
- › Managed email campaigns for an opt-in list of 15k subscribers through Constant Contact
- › Managed all ads appearing on the website through DoubleClick, including creating ad creatives for clients
- › Revised templates and website graphics to reflect the evolving look and feel of the print edition
- › Executed the conversion and upload of all print content onto the website, as well as blogs and web-only material
- › Created and executed social contests for internal and client promotions
- › Managed internal emails and server logins for the company

• Long Island Radio Group - Farmingdale, NY

Web / Graphic Designer, June 2008 — June 2010

- › Responsible for the design and construction of the website and its sub-sections
- › Designed collateral materials such as business cards, flyers, on-site banners and supporting materials for the sales team
- › Maintenance and update of website as new features were added for both internal and promotional features for clients
- › Created and maintained a company newsletter to increase website traffic and advertising revenue opportunities
- › Provided support to the radio properties, including contributing to radio station website redesigns

• Creative Image Advertising & Design - Hauppague, NY

Web / Graphic Designer and Production Artist, November 2004 — June 2008

- › Designed and produced advertising banners, landing pages and micro-sites in support of client advertising campaigns
- › Created and implemented web pages based on approved designs through HTML and Flash and applying basic SEO
- › Created and edited various materials such as sell sheets, brochures and stationery packages for print
- › Created physical mockups of in-progress materials to support meetings with clients
- › Maintained local and online file servers and emails for the company