

MICHAEL J. BOUMAN

Graphic Designer

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Oak Brook, IL

PORTFOLIO

<https://mijabodesign.com/>

SKILLS & EXPERTISE

- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Layout and Typography Design
- Microsoft Office 365 (PowerPoint, Word)
- PC and MAC Platforms
- HTML Knowledge
- Internet, Mobile And Product Development
- Brand Creation and Stewardship
- Social Media and “360 Degree” Campaign Management
- Visual Identity
- Content Design And Strategy
- Campaign Landing Pages
- Customer Development
- Compelling Communicator And Storyteller
- Digital Marketing
- E-commerce And Transactional Experience
- Strategic Partner
- User Engagement And Experiences
- Consumer Awareness, Interaction and Monetization
- Partnerships And Promotions
- Website Analytics
- General Business And Financial Stewardship
- Project Management
- Market Research
- Relationship Builder And Collaborator

EDUCATION

BACHELOR OF ARTS, ART

CALVIN UNIVERSITY

Grand Rapids, MI 1998

- ✓ Digital media and creative genius leader with 25+ years of experience leading design teams to develop and implement innovations and digital creations that broadly support company growth.
- ✓ Entrepreneurial spirit that drives new and recurring revenue through implementation of brand recognition across all aspects of company from logo to digital presence.
- ✓ Builds and grows iconic brands with innovative, paid, owned and earned marketing and brand initiatives garnering high profile industry recognition and lucrative business contracts.
- ✓ Executes custom campaigns leveraging talent, brand identity and other non-traditional approaches to drive brand awareness, familiarity, preference, advocacy, and trust.
- ✓ Capitalizes on operating experience, management skills, strategic mindset and vision to lead companies in an increasingly technological future.

PROFESSIONAL EXPERIENCE

THE LEADERSHIP COMPANION, Oak Brook, IL

2020 - Present

Premium provider of women's c-suite leadership coaching and mastermind groups.

Creative Director

Hired to build and grow an iconic global master brand with the goal of driving company's business goals through innovative marketing and brand planning for unique client base.

- Graphic artist and creative marketing director for company.
- Provide innovative and creative expertise in all aspects of the company while managing corporate marketing, strategic communications, direct brand management, corporate positioning, product launches, advertising, and account management.
- Created a distinct brand that is recognizable by target clients and led to procurement of contract within two months of company launch that generates 85% of six-figure income for company.
- Designed and built company website according to owner's specifications.
- Produced corporate client kits showcasing key company offerings resulting in securing three new corporate clients.
- Built a loyal brand following for company owner by producing graphics for all social media posts on LinkedIn, newsletter, and blog resulting in thousands of impressions on each LinkedIn post and over 18,500 impressions on one post.

MIJABO, Chicago, IL (2020 - Present), Silver Spring, MD (2006 - 2020), Elk Grove, CA (2001 - 2006)

Leader in helping brands connect with their audiences and monetize interactions in new and exciting ways.

Owner and Freelance Graphic Designer

Responsible for all aspects of the business, from vision to execution. Supervised a team of up to three designers to meet client needs. Services offered are technical design of products and a variety of solutions for marketing campaigns including print, digital, video and motion graphics. Sample client engagements include:

- Co-founded direct mail advertising company.
 - Improved marketing success of over 100 clients.
 - Singularly directed all aspects of creative development and production process for bi-monthly magazine while overseeing the workflow of other designers.
 - Refreshed and improved design layout of magazine every 12 months resulting in the addition of new clients and increased revenue.

AWARDS/RECOGNITION

- Company award: “The Most Empowering Women’s Executive and Leadership Coach (Illinois)” in the Acquisition International’s 2022 Most Influential Businesswoman Awards.

VOLUNTEERING

- *Mentor to young men with neurodiverse needs*
- *Youth Group Leader, Silver Spring Christian Reformed Church*
- *Elder and Deacon, Silver Spring Christian Reformed Church*

- Lead graphic art contractor for international non-governmental organization.
 - Collaborated with organization’s external relations team to improve the branding and typography of all communication materials from concept to production.
 - Responsible for producing brochures, electronic newsletters, printed flyers, formal invitations, logo redesign, programmatic donor materials, and customizable template for funding proposals securing high-level partners, including the late Madeleine Albright.
- Representative freelance projects.
 - Designed programs for school plays to establish a consistent brand.
 - Created and delivered video slide shows for schools and church groups to generate new interest by stakeholders.
 - Gathered specifications and designed logos and marketing materials to support product brand strategies.

FORCEY CHRISTIAN SCHOOL, Silver Spring, MD

2019 - 2020

Christian school fully devoted to helping students achieve their maximum potential academically, spiritually, and socially.

Photography Teacher

Created instructional plans to meet course competencies and allow students to leverage creativity and technological advancements.

- Presented lectures and techniques on photography in a hand’s-on and interactive manner based on approved curriculum.
- Evaluated student’s progress and provided feedback for improvements.
- Maintained student’s progress records, graded assignments and classwork.
- Engaged students in class discussions and workshops.
- Informed students about attendance and academic policies.

PENNSAVER, Rancho Cordova, CA

2000 - 2004

The best local value advertiser in print and online.

Senior Graphic Designer

Delivered high quality imaging products within weekly deadlines in a fast-paced environment.

- Created sample advertisements using highest level of design expertise to gain more clients.
- Served as sole creator of high volume, unique custom-designed advertisements that garnered many new clients for the company.

MAGIC ADS, Sacramento, CA

1999 - 2000

Direct mail advertising company.

Art Department Manager

Oversaw design work of two graphic designers and handled day-to-day supervisory duties.

- Produced high-level advertisements from concept through production.
- Responsible for all layout designs in weekly periodical publication.
- Worked in fast-paced environment to create and deliver creative advertisements that garnered positive exposure for periodical and generated additional revenue for company.