

David Lang

Mission-Driven MarComm Professional

davidlang.fyi · Everett, WA

ABOUT DAVID

I am a marketing and comms professional with a focus on mission-driven organizations. I reside at WBEC Pacific, and previously worked in nonprofit, manufacturing, casino, and educational groups.

WORK EXPERIENCE

Women's Business Enterprise Council Pacific - *Marketing & Communications Specialist* **JANUARY 2024 - PRESENT**

- Led web development for the organization's new website, increasing web traffic by 20% and reducing bounce rate by 12% within one year.
- Increased LinkedIn following by 35% and Instagram following by 32% within first 16 months.
- Maintains an open rate of over 50% for monthly newsletter eblasts, with a click rate over 10%.
- Develops organization assets for events, social media, and web, including visuals and copy.
- Oversees assets and systems for digital business cards, marketing analytics, branding, web calendar, blog, and more.
- Runs visual and audio assets during signature networking and event presentations.

HopeWorks Social Enterprises - *Marketing Manager* **JUNE 2023 - NOVEMBER 2023**

- Executed the full visual side of marketing for half-a-dozen local small businesses & non-profits.
- Provided creative support to related programs & non-profits as needed.
- Maintained multiple marketing channels, including on-site TVs, websites, and analytics.
- Researched & implemented new tools for further business development.

HopeWorks Social Enterprises - *Graphic Designer & Digital Content Specialist* **FEBRUARY 2022 - JUNE 2023**

- Designed collateral for half-a-dozen local small businesses & non-profits.
- Assisted with design support for related programs & non-profits as needed.
- Maintained various marketing channels, including on-site TVs and websites.
- Researched for new tools for further business development.

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WORK EXPERIENCE (cont'd)

Marketing Assistant - *Fluid Motion, LLC*

SEPTEMBER 2020 - FEBRUARY 2022

- Created, wrote, and designed marketing material and advertising for multiple boat makes (Ranger Tugs & Cutwater Boats) and associated campaigns.
- Oversaw various marketing channels including the brands' websites and newsletter.
- Provided IT assistance.

Graphic Designer - *Angel Of The Winds Casino Resort*

FEBRUARY 2019 - JUNE 2020

- Created advertising for casino promotions, concerts, food & beverage specials, events, and back-of-house happenings.
- Designed internal collateral for the casino including documents and signage.
- Managed the day-to-day operation of all TVs on the property.
- Assisted in launching and maintaining a rebuilt website for the casino.

EDUCATION

Eastern Washington University - *Bachelor of Arts, Visual Communication Design*

- 3.8 GPA
- Post-baccalaureate.

Eastern Washington University - *Bachelor of Arts, Geography*

- 3.5 GPA - cum laude
- Certificate in Geographic Information Systems.
- Minor in Visual Communication Design.

SKILLS

Adobe After Effects · Adobe Illustrator · Adobe InDesign · Adobe Photoshop · Adobe Premiere · Advertising · Analytics · Attention to Detail · Collaboration · Copywriting · Digital Marketing · Geographic Information Systems · Layout Design · Microsoft Office · Mission Driven · Motion Design · Nonprofit Marketing · Print Design · Reliable · Small Business Marketing · Teamwork · Web Design · WordPress