

JOHN LEDFORD

DESIGN | PRINT | WEB | ANIMATION | MARKETING | SEO

2479 Freeland Drive, Coeur d'Alene, Idaho 83815 | 208.699.9358 | www.johnledford.net | me@johnledford.net

PROFILE & OBJECTIVES

- To help a company achieve its dreams. Help it happen, everyone wins. My goal is to be an asset to the company and team. Utilize my experiences with design, 3D, web, animation, SEO and more
- Self-motivated, organized and self start starter with a positive and professional attitude
- Team focused player. When starting at a new company its important to listen and learn from the veterans and figure where I can stand out

SOFTWARE SKILLS

DESIGN & PRINT

Photoshop CC
Illustrator CC
InDesign CC

WEB

HTML/CSS/JS
Dreamweaver CC
Wordpress/SQL Lite
Shopify/Mailchimp

VIDEO EDITING

Premiere CC
After Effects CC
Audition CC
Cinema 4D

MARKETING/SALES

B2B/B2C Sales
Shopify/WooCommerce
Mailchimp
Netsuite/Channel Advisor

PROFESSIONAL EXPERIENCE

- 6.5 years Art/Marketing Director at Venom Power & Atomik RC. (Currently employed)
- 16 years design, print, advertising and production manager for Advantage Advertising
- 16 years of print and design advertising for companies such as Pizza Hut, Cingular, Verizon, Radio Shack, Costco, Venom Power, Altell, Remax, Windermere, Super One, Rosauer's, Century 21, Intel and more
- Created, Edited and composited a DVD retirement video for NHL Colorado Avalanche Hockey player Adam Deadmarsh
- Tradeshow booth design, print, and animation videos for AUVSI commercial drone companies
- Designed and coded Atomik RC and Venom Power ecommerce stores in 2013 which carried more than 8,000 products online
- Teamed up with two others in creating Venom Power and Atomik RC Amazon Vendor Central and Seller Central stores listings, creative and marketing. This helped the company grow from \$9,000,000 to \$14,500,000 in sales in two years
- Designed and developed over 20 websites in the past decade from small page web presences to robust e-commerce sites with over thousands of products
- Leader and support in helping build new product lines for radio controlled boats, cars, batteries, chargers, commercial drones and much more. From 3D modeling concepts all the way to logo design, packaging, product launches, SEO, marketing, PR releases, finalized designs and launching the products online and brick and mortar stores
- Knowledge and lead-ability to work together with teams, stay on task, and most importantly make deadlines

EDUCATION

ITT Technical Institute A.A.S. Degree in Multimedia and Design GPA 3.83	January 2003-April 2005
North Idaho Workforce Training A Plus Certification	March 2000 - July 2000
North Idaho College A.A. Degree Core Computer Classes	September 1989 - June 2001

WORK HISTORY

JDL Designs (Owner) Graphic Design Web Design/SEO Print/Packaging Services Marketing Animation/3D	January 2008 - Present
Venom Power/Atomik RC (Art/Marketing Director) Graphic Design Web Design/SEO Packaging Marketing Video Editing/Compositing	January 2013 - Present
Advantage Advertising Project Manager Web Design/SEO Video Editing/Compositor Print Advertising	January 2005 - September 2013
Volvo/Budweiser Aerial Assault Professional Snowboarder Ski/Snowboard Aerialist Ski Show choreographer	January 1992- December 2000

REFERENCES

Venom Power/ Vertical Partners West (CURRENT. DO NOT CONTACT.) Clint Bower Owner and Founder (208) 771-1194	Advantage Advertising Ryan Fox Owner and Founder (208) 755-1011	Perimeter Security Group Troy Blood President (208) 661-1802
Current Client Lex Smith President of Merger Mines (208) 691-4881	Current Client Amanda Severson Owner and Founder (808) 354-1285	Coeur d'Alene Resort Bill Hill Executive Chef (208) 661-3644