

Zachary B. Burgeson

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Technical Proficiency

Adobe Creative Suite 6 (Photoshop, After Effects, Premiere, Audition, Illustrator, InDesign, Dreamweaver, Flash) PHP/MYSQL, HTML, CSS, Linux, Macintosh, Windows, Nikon Camera, Canon Camera, Studio Recording, Stage Lighting

Design Proficiency

Web Design, Application Development, Printed Media, Photo Editing, Logo Design, Motion Graphics, Advertising Layout and Production, Sound, Event and Video Production, Corporate Branding, Creative Consultation

Professional Experience

Web & Electronic Media Designer

Champion Forest Baptist Church

December 2010 - Present

- Led the branding campaign for the CFBC television show on local and national networks such as FOX26, My20, and ICFN
- Developed and maintained the CFBC website, intranet, and content management system using PHP/MySQL, Javascript, HTML5, and CSS3
- Created an interactive webcast application to broadcast services live online to countries around the world
- Integrated and promoted facebook, twitter, and YouTube as well as increased social media traffic by over 400%
- Designed Sunday morning graphics, logos, announcements, keynote templates, videos, and printed bulletins
- Directed media production for the Young Adult Service each week including creative camera shots, production quality, video transitions, lighting, and recording
- Created all motion and still graphics as well as directed the branding of the Christmas commercial aired on three major networks (NBC, CBS, and FOX)

Freelance Web & Graphic Designer

ZBurgeson Design

January 2008 - Present

- Designed websites, identity packages, and promotional materials such as business cards, vinyl banners, creative packaging, and mass email templates.
- Provided creative networking and consultation to clients that required larger scale projects and tighter budgets.
- Shot photography for commercial clients as well as weddings, engagements, bridals, and portraits

Electronic Media Designer

Baylor University Marketing and Communications

September 2007 – December 2010

- Three-year intern in both electronic and print communications
- Designed four university websites including the Marketing Department's portfolio page.
- Learned procedures in creative brainstorming, storyboarding, implementation, and site maintenance

Education

Baylor University - Waco, Texas

Bachelor of Fine Arts – Graphic Design

Graduation: December 2010

