

CHARLIE KLEVER

MULTIMEDIA DESIGNER + WEB MARKETER

CONTACT

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SKILLS

GRAPHIC DESIGN

Illustrator, Photoshop, GIMP, InDesign, Aseprite, Canva, Figma

WEB DEVELOPMENT

HTML5 & CSS3, JavaScript, Sass, XD, jQuery, API's, JSON, GIT, Skrollr

VIDEO & AUDIO PRODUCTION

Premiere Pro, After Effects, Audacity, Garageband, Audition

SOCIAL MEDIA

Twitter, Instagram, Facebook, Hootsuite, Slack

E-COMMERCE

Magento 2, ShipStation, Octopus, MOZ Pro

MANAGEMENT

Zoom, Time sheets, Github, Mailchimp, Basecamp, ToDoist, Trello, Google Drive, Dropbox

SOFT

Problem Solving, Copywriting, Interpersonal Communication, Narrative Design, Wireframing, Usability Testing

HOBBIES

Podcasting, Short Fiction Writing, Acrylic Painting

EDUCATION

BACHELOR OF ARTS, DIGITAL TECHNOLOGY AND CULTURE

Washington State University Vancouver
GPA 3.8

PROJECTS

AMNESIA: RESTORED

December 2021 | <https://amnesia-restored.com/>

Reconstruction of the 1986 text adventure game published by Electronic Arts. Developed with the game design team to recreate the original game from the ground up and design mechanics to help with the user experience.

- Developed new mechanics, intended to improve the user experience with the text adventure genre.
- Created using JavaScript, HTML5 & CSS3, in collaboration with other design teams and the Thomas M. Disch estate.

WORK EXPERIENCE

WEB MARKETING ASSISTANT

Made In Oregon | Mar 2022 - Present

Created product pages for Made In Oregon products using Magento 2. Attended meetings and collaborated with internal teams to improve SEO strategies and campaigns. Improved landing pages and optimize the user experience.

- Optimized content for websites and social media. Improved and updated website for best SEO practices and tracked progress with monthly analytics and keyword research.
- Updated products in Magento 2, created naming conventions and wrote expressive copy in line with brand standards.
- Identified target audiences and created email campaigns and content that engaged, informed, and motivated.

OFFICE OF STUDENT INVOLVEMENT CONTENT INTERN

Washington State University Vancouver Jan 2021 - Jan 2022

Developed and implemented advertising plans for OSI programs and events via print and social media. Created and edited digital content and copy for WSU-V's events and clubs. Managed OSI Instagram, Facebook, and Twitter using brand standards.

- Created a Discord server for the OSI community, designed server logo, community standards, and rules, and trained staff on best moderation practices and policies.
- Created a fellowship program to fund a student project to rebuild campus radio website.
- Collaborated with student organizations for planning events, video content, and flyer advertisements. Maintained a schedule of events.