

RICHARD FINK

Freelance web writer/designer/developer with more than 15 years' experience producing New Media content. Expert at unifying the structural and creative elements of business communication. Able to organize and refresh branding and marketing assets so clients can effectively share their story using both traditional and digital media outlets.

CONTACT

WEBSITE
richardf.ink/contact
EMAIL
richard@richardf.ink

EDUCATION

ST. JOHN'S COLLEGE
Annapolis, MD
Aug '12 – Dec '13
M.A. Liberal Arts

COVENANT COLLEGE
Lookout Mt., GA
Jun '01 – May '05
B.A. English

THE ART INSTITUTE
OF PITTSBURGH– ONLINE
Pittsburgh, PA
Apr '17 – Nov '17
Digital Design Diploma

UNIVERSITY OF PENN. – ONLINE
Philadelphia, PA
Jan '19 – Jul'19
Certificate – Full Stack Web
Development Bootcamp

SKILLS

Branding & Marketing Strategy
Information Architecture
Web & Graphic Design
Writing & Editing

PROFICIENCIES

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML & CSS
WordPress

EXPERIENCE

FREELANCE WEB CONTENT WRITER / GRAPHIC DESIGNER

richardf.ink, LLC / Hollidaysburg, PA / Jun '16 – Today

For 50+ retainer and single project clients ranging from funeral and burial businesses to forensic handwriting experts and cancer advocacy organizations:

- Created unique Brand Identity Systems by working closely with clients to unify logos, fonts, colors, tones, and personalities within environments established by clients' mission, core values, vision, and goals
- Composed hundreds of on-brand messages to share with client audiences on multiple digital marketing platforms and traditional marketing outlets
- Crafted a wide variety of marketing products including websites, social media posts, emails, print ads, radio & TV ad scripts, flyers, and direct mail materials

WEB CONTENT WRITER

JMG Systems / Hollidaysburg, PA / Jan '15 – May '16

For 30+ clients from industries ranging from medical and engineering to foodservice and educational non-profits:

- In a team environment, wrote SEO-rich web content enabling clients to better attract and connect with target audiences through their web platforms
- Researched, designed, and implemented SEO strategies that improved clients' abilities to convert web traffic into tangible leads and customers
- Developed and implemented special one-time and recurring web, email, and social media marketing campaigns for both company and clients

46R PUBLIC AFFAIRS SPECIALIST/BROADCAST JOURNALIST

US Army / US Army Reserve / May '05 – Jul '11

While serving as a Non-Commissioned Officer in the Reserves and on Active Duty:

- Produced and disseminated several hours worth broadcast product from Khost, Afghanistan in support of Operation Enduring Freedom (OEF) reaching an estimated 100M+ viewers worldwide
- Embedded with First Armored Division Public Affairs unit to produce broadcast products in Iraq and Kuwait in support of Operation Iraqi Freedom (OIF)
- Performed TV anchor and morning radio host duties in Hessen, Germany for the American Forces Network - Europe (AFN) reaching an estimated daily target audience of 100K+ military personnel and their families, as well as a shadow audience of 1M+ local nationals