

Michael Lewis

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QUALIFICATIONS PROFILE

Talented marketing and communications professional with extensive experience in communications and marketing, graphic design, creating resources for promotional campaigns and publications, social media, project coordination, and the production of publications and print resources. Exceptional written and verbal communication skills. Advanced software skills and a strong background in project planning, implementation, and managing deadlines.

PROFESSIONAL SKILLS

Design & Desktop Software

- Adobe Software: InDesign, Photoshop, Illustrator, Premiere Pro, Dreamweaver, Acrobat
- HTML, XHTML, CSS
- CMS software: CommonSpot, WordPress
- MS Office: Word, Excel, PowerPoint, Visio, Publisher
- Project Management software: Basecamp, SharePoint

Marketing

- Writing and editing marketing and instructional copy
- Social media platforms and analytics/insights tools (Facebook, Twitter, Instagram, Google)
- Sales, marketing, and inventory software and tools (SalesForce, Volusion, Acumen Book Inventory)

Teamwork

- Builds strong relationships with colleagues, clients, and vendors; comfortable providing and receiving feedback
- Talented public speaker
- Extensive experience in providing training in individual and group settings
- Has built a strong network of contacts in the community, especially in design, printing, publishing, and media

EXPERIENCE

Graphic Design and Editorial Consultant

(June 2017-Present)

Work for a variety of professional organizations, providing support in graphic design for print and web, social media (text and graphics), and editorial support.

- Pontifical Mission Societies, MissioUSA (June 2017-present)—Creates content and tracks data for Missio.org social media platforms (memes, text, social media). Designs materials for various campaigns, including World Mission Sunday, World Day for the Poor, and International Day for Children.
- National Academy of Sciences (August 2017-present)—Publications design (book layout, book covers)
- US Conference of Catholic Bishops (June 2017-Present)—Continuing relationship with previous employer, designing and editing campaign and marketing materials including Catholic.Bible, the CCHD youth multimedia contest “Creating on the Margins,” and the newsletter for the Secretariat of Cultural Diversity.
- Mid-Atlantic Congress (2012-present)—mailers, flyers, program books, training booklets, social media collateral.
- Print and web designs for small businesses and nonprofit organizations, including logo designs, invitations, wedding programs, and web graphics.

United States Conference of Catholic Bishops, Washington, DC

Creative Services Specialist

(April 2010-June 2017)

Managed and designed a wide range of communications and marketing projects for offices throughout the conference from initial concept through final production.

- Designed and created resources for publications and marketing.

- Coordinated print buying with outside vendors, preparing files for print production, soliciting quotes from printers, and coordinating production and delivery schedules.
- Created social media memes and web graphics.
- Analyzed social media and website metrics and designed infographics of results.
- Other design projects included books, posters, brochures, advertisements, catalogs, fundraising materials and direct mail pieces.
- Regularly provided technical assistance and design and editorial feedback to colleagues in Communications and other departments.

SRA International, Inc., Frederick, MD

Scientific Documents Task Leader/Documentation Coordinator

(2006-2010)

Publications Specialist

(2004-2005)

Managed the production and delivery of scientific documents for the US Army's Congressionally Directed Medical Research Programs, organizing multiple deliverables and guiding them through creation, editing, layout, quality review, and delivery stages. 2006-2010

- Designed graphics and layouts for proposals, brochures, posters, and marketing materials. 2006-2010
- Created training plans and wrote standard operating procedures for document production process. 2006-2010
- Designed and implemented a centralized document control system for the office. 2006-2010
- Designed and revised Navy flight manuals and other publications. 2004-2005
- Prepared publications for print and electronic production. 2004-2005

Delavau, LLC, Philadelphia, PA

QA Document Control Supervisor

(2005-2006)

Managed the Document Control department for a pharmaceutical manufacturing company, including all part specifications, manufacturing and laboratory procedures, change requests, and deviations.

- Ensured document compliance with industry regulations.
- Interacted regularly with customers regarding specifications, release dates, deadlines, material obsolescence, new products, and inventory and quality issues.

BioVeris Corporation, Gaithersburg, MD

Quality Assurance Document Control Specialist

(2005)

Manufacturing Documentation Specialist

(2001-2004)

Managed the Document Control System, including all specifications, SOPs, manufacturing and laboratory procedures, change requests, deviations, archival and retrieval. 2005

- Maintained document indexes and change history for a medium-sized biotech company. 2005
- Established and maintained all document files for the Manufacturing and Purchasing Departments, working as a liaison between QA/Document Control and the Manufacturing/ Operations Department. 2001-2004
- Maintained instrument database and data history records for the manufacturing department Tracked and recorded shipment, failure, and repair data to assist the Field Service Department with customer needs. 2001-2004

EDUCATION

MA in Publications Design

University of Baltimore

May 2011

BA in English Language and Literature

University of Maryland College Park

May 2001

High School

Our Lady of Good Counsel High School

June 1997