

# Nathan Daugherty

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## PROFILE

Creative graphic designer specializing in print and websites with over 12 years of professional experience. Strength and consistency are in the completion of multiple projects with close attention to detail. Seeking a position with a company that expects great effort from and fosters growth of its employees.

## EXPERIENCE

### Dealerskins® - Nashville, TN

2008 – Present

#### Web Designer/Design Team Leader

- Supervisor to team of website designers; responsibilities include working with other departments, liaison between team and general manager, and task assignment
- Design websites using HTML, CSS, Javascript, jQuery, and Flash
- Significant accomplishments:
  - Won design contest that pushed company to improve websites by converting from mostly Flash to mostly HTML websites
  - Worked with Development in converting vehicle specials from Flash to HTML
  - Implemented new design styles/elements to improve quality of client websites
  - Created Nissan and BMW website designs that met manufacturer compliance standards
  - Directed the creation of Best Practices document for designing client websites
  - Restructured primary file folder structure to allow for easier remote working
- Assist Marketing Director in design and strategy of company website message

### P&E Distributors® - Madison, TN

2008

#### Marketing Manager

- Maintained and updated content of distribution and retail websites

### GuestHouse International® - Hendersonville, TN

2006 –2007

#### Communications & Graphics Manager

- Responsible for design of print collateral for national system of hotel franchises
- Created and maintained hotel property websites with new photos and content
- Provided corporate graphic design support by developing sales flyers, post cards, and posters
- Designed print material for annual owners conference

### Servpro Industries, Inc. - Gallatin, TN

1998 – 2006

#### Graphic Designer/Electronic Communications Coordinator

- Created graphic designs for display booths, print ads, and other specialty items for franchises
- Supported lead graphic designer with planning calendar design, product catalog design, new advertising template designs, and direct mail designs
- Developed and maintained individual websites for over 1,300 franchises which generated annual revenues of more than \$18,000
- Responsible for design and maintenance of corporate website ([servpro.com](http://servpro.com))
- Organized and maintained company photo library
- Created PowerPoint presentations for annual national conventions
- Helped ensure quality in newsletters, advertisements, and brochures by proofreading pieces for grammar and consistency to graphic standards
- Directed sequence of events for general sessions and awards banquets

## TECHNICAL SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe Flash  
Adobe Dreamweaver

HTML & CSS  
JavaScript & jQuery  
Final Cut Pro  
Adobe Acrobat

Quark Xpress  
Adobe InDesign  
Photography

Microsoft Office Suite  
PC and Mac Environments

## EDUCATION

Bachelor of Business Administration - Concentration in Marketing  
Austin Peay State University - Clarksville, TN - May 1998

## DESIGN SAMPLES

- Websites
  - <http://www.anywhere-wellness.com>
  - <http://www.lumbertonlincoln.com>
  - <http://www.jimbaier.com>
  - <http://www.toyotaofgrandrapids.com>
  - <http://www.preferredautoimports.com/>
  - <http://www.mccandlessford.com/>
  - <http://www.wideworldferrarimaserati.com/>
  - <http://www.modernmazda.com/>
  - <http://www.goldencirclefleet.com/>
  - <http://www.myrtlebeachautomotivemb.com/>
  - <http://www.havillmotors.com/>
  - <http://www.fcfordseuderton.com/>
  - <http://www.valleymotorsnissan.com/>
  - <http://robinsontoyota.com/>
  
- Designs for Print
  - ["What Lies Beneath" poster](#)
  - ["I Triple Dog Dare You to..." poster](#)
  - ["GasTV" poster](#)
  - ["Welcome to the Family" flyer](#)
  - ["GuestHouse SuitesPlus of Huntsville" promotional flyer](#)
  
- Logos
  - [GasTV](#)
  - [24 Hours of Prayer](#)
  - [Leadership Sumner](#)
  - [Sunday Night Live church service](#)

*For References & Additional Design Samples, please visit*  
**whoisnathan.com**