

Marcus Walton

Multimedia / Marketing Master / creative Director/Photographer / videographer

Inlet Beach, FL 32413

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Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Art Director / Lead Designer / Sales

MjW

2008 to Present

Responsibilities

From sales to final launch I develop each project personally. Whether it be a web development project, Marketing Campaign, Branding package, Video, photography, SEO, I see the project through from beginning to launch.

Accomplishments

As a freelance artist I've grown a wonderful customer base and great reputation for being extremely efficient and delivering more than what is expected.

Skills Used

I literally work every aspect of my freelance career on my own, from customer service to web development. Using SEO and paid channels via google, Facebook, IG. HTML development and troubleshooting.

Creative Director / Marketing Director

Hightower - Pensacola, FL

October 2021 to April 2023

I was hired to be the marketing manager and ended up wearing multiple hats. Web development, SEO implementation and management, all rebranding of the company and graphic design, paid search management, social media management, photography and videography, and more.

Creative Director - Marketing - Digital Media

Panhandle Getaways - Panama City Beach, FL

June 2018 to March 2021

At panhandle getaways I was responsible for the branding / marketing / social / web development for multiple businesses under the PG Umbrella, using paid channels to advertise vacation properties as well as HTML/css/Wordpress/Shopify micro sites.. Also, all photography pre and post was my personal responsibility along with directing my junior Graphic Designers on brand points and campaigns.

Creative & Marketing Director / Photographer

The Legacy Cabinet Company - Niceville, FL

January 2016 to October 2019

I was responsible for all of The Legacy Cabinet companies design, web dev, SEO and marketing needs. Small budget paid channel use with html based micro sites.

Within 12 months of beginning I brought Legacy Cabinets from zero online relevance to multi market 1st page SEO utilizing micro site builds, development, and with ZERO budgeted dollars. Purely organic results that are still holding up today.

Creative & Marketing Director

Emerald View Management

February 2014 to June 2016

Responsibilities

I worked at Emerald View Resorts as the Creative & Marketing Director. Definitely not your average Creative Director position as I was a one man team with no help and a wide array of responsibilities. On a daily basis I would, generate company email addresses, promote and utilize all of our social media platforms, web development and updates for 14 separate websites, newsletters and eblasts, search engine optimization, marketing campaign creation, photography, motion graphic work for campaigns, and more I can't think of. In all honesty this led to lack of efficiency and poor time management on their part which ultimately moved us in separate directions.

Accomplishments

My impact on Emerald View Resorts is undeniably proven. When I began my work with EVR they had 600 followers on Facebook, they were buried in Google and placed somewhere near the 28th page all while bringing in ZERO reservations online. In the first year alone I brought online originated revenue to over 2 million dollars with the second year doubling that. As of today Emerald ViewResorts Facebook page has almost 10,000 followers and a beautiful completely revamped brand with first page google rankings across the board. I couldn't be more proud of my work for EVR.

Skills Used

Time management, marketing, SEO (Organic and Paid Channels) web development, html, css, and design, graphic design, leadership, IT, social utilization, sanity preservation (hahaha, couldn't help myself), and more.

Education

B.S. Multimedia Design & Marketing

Full Sail University

Skills

- Microsoft (10+ years)
- Adobe Creative (10+ years)
- IOS (10+ years)
- Windows (10+ years)
- Website Development (10+ years)
- Photography (Shooting & Editing) (10+ years)

- Marketing Strategy (10+ years)
- Brand Development (10+ years)
- Branding (10+ years)
- Video Production (10+ years)
- Video Editing (10+ years)
- Copywriting (10+ years)
- Social Media Marketing (5 years)
- Art Direction (10+ years)
- Search Engine Optimization (10+ years)
- Adobe (10+ years)
- Adobe Premiere
- After Effects
- Final Cut Pro
- Graphic Design (10+ years)
- Lightroom
- Photography (10+ years)
- Premiere
- Adobe Creative Suite (10+ years)
- Adobe Premiere Pro
- Avid
- Layout Design (10+ years)
- Motion Graphics (10+ years)
- Filming (10+ years)
- Adobe Illustrator (10+ years)
- Adobe Photoshop (10+ years)
- Adobe InDesign (10+ years)
- Typography (10+ years)
- Web Design (10+ years)
- Content Creation (10+ years)
- User Interface (UI) (10+ years)
- Content Development (10+ years)
- Blogging
- Analytics (10+ years)
- Events Management
- Google Analytics (10+ years)
- Illustration
- Social Media Management (10+ years)
- Paid Channels (10+ years)
- SEO tools (10+ years)
- Digital Marketing

- HTML (10+ years)
- JavaScript (10+ years)
- CSS (10+ years)
- WordPress
- Sales
- Digital design
- Figma
- Communication skills
- Marketing
- Machine learning
- HTML5

Links

<http://www.marcusjwalton.com>

Awards

1st Annual Digital Graffiti

October 2012

Digital Graffiti has become an amazingly huge success and I'm proud to be a winner and shown Artist in the first ever Digital Graffiti for my photography and mixed media work.

Annual Full Sail Digital Art Show

June 2012

Finalist and Second place winner in the Annual Full Sail Digital Artist best of the best contest. Selected from the entire years graduating student body in Digital Media.

Assessments

Verbal communication — Expert

June 2018

Measures a candidate's ability to effectively convey information when speaking.

Full results: [Expert](#)

Work style: Reliability — Proficient

August 2019

Measures a candidate's tendency to be dependable and come to work.

Full results: [Proficient](#)

Social media — Highly Proficient

March 2020

Creating content, communicating online, and building a brand's reputation.

Full results: [Highly Proficient](#)

Written communication — Proficient

June 2018

Measures a candidate's ability to convey written information using proper grammar rules.

Full results: [Proficient](#)

Search engine optimization — Highly Proficient

April 2021

Interpreting online website performance metrics and understanding search engine optimization tactics

Full results: [Highly Proficient](#)

Work motivation — Highly Proficient

March 2021

Level of motivation and discipline applied toward work

Full results: [Highly Proficient](#)

Marketing — Highly Proficient

April 2021

Understanding a target audience and how to best communicate with them

Full results: [Highly Proficient](#)

Sales skills — Highly Proficient

February 2021

Influencing and negotiating with customers

Full results: [Highly Proficient](#)

Graphic design — Proficient

July 2022

Using graphic design techniques and producing visual media to communicate concepts

Full results: [Proficient](#)

Social media — Familiar

March 2021

Knowledge of popular social media platforms, features, and functions

Full results: [Familiar](#)

Marketing — Highly Proficient

October 2021

Understanding a target audience and how to best communicate with them

Full results: [Highly Proficient](#)

Social media — Highly Proficient

August 2022

Knowledge of social media techniques and analytics interpretation

Full results: [Highly Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Publications

VIE Magazine

https://issuu.com/ideaboutique/docs/15031_vie_mar15_final-issuu

2015

Photo publication for cuisine.