

# MITCH DONABERGER

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Bachelor, *Mass Communications*, **Point Park University**

Hey there. My name is Mitch, and I am a unique veteran creative professional with a passion for design, good coffee, and solving problems in ways that are accessible to everyone. I have a keen eye for craftsmanship, and have over 10+ years of agency experience with clients of all shapes and sizes. I have collaborated with three seat startups and board rooms alike.

**Happy to share samples of any industry you can think of! Additional samples available upon request.**

## Experience

### **Creative Director, Market Resource Partners**

*June 2016 - Dec 2018*

At MRP, I handled all creative services for an agency of 300+ seats, and with over 500 million in total global revenue. I was promoted to this position in June 2016, in order to specialize on graphic design and oversee a small team of designers building bespoke direct mail, display and websites for production.

In a short few years, I produced (from concept to pre-press) over 500 individual direct mail pieces, as well as 100+ landing pages, emails, infographics and display advertisements. Common clients include DellEMC, HP Enterprise, Cisco and more.

### **Digital Marketing Strategist, Market Resource Partners**

*June 2014 - June 2016*

Prior to dedicating myself to creative pursuits within MRP, I handled many of the delivery tasks for our interactive department - this includes managing email marketing campaigns, running digital marketing, reporting, as well as project managing and working with clients. Involved front-end Web development and an unhealthy amount of time in Excel.

### **Social Influence and Public Relations Manager, Saladworks**

*July 2012 - July 2014*

Served as Social Media and Public Relations manager supporting a franchise model of over 100 stores, building social media strategies and executing full-scale PR campaigns. Featured the brand in several major publications, including the Philadelphia Inquirer, New York Times and Wall Street Journal.

### **Social Influence Strategist, Mullen**

*Sept 2011 - July 2012*

Served as social media strategist for both regional and national clients, constructing social media strategies, full content calendars and managing day-to-day monitoring and growth. Drove 100% increases in engagement metrics for 3 national brands. Acted as technology and social media industry liaison for agency, assisting in the signing of several key national clients - Highmark BCBS, AccuWeather, Saladworks

#### **Expert:**

Adobe Creative Suite  
Microsoft Office  
Windows / Mac  
Video Editing  
Studio Work

UX / UI Design  
Print Design  
Digital Design  
Pre-Print  
Marketing

#### **Proficient:**

Adobe After Effects  
Animation  
Motion Graphics  
Web Development  
Simpsons Quotes

#### **Out of Luck:**

Heavy  
Development  
Scripting  
Bad Bagels