

Pete Hilker

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Web/Graphic Designer

I'm a passionate, creative designer with 10+ years' experience in generating leads through graphic design, web design, and display banner ad design. Capable of working independently as well as with project team members to meet project deadlines. I also have a multimedia background proficient in videography and audio/video editing.

Skills

Web Design---Full Website & Landing Pages | Graphic Design | WordPress | Unbounce | Videography | Video Editing | Mobile Application Front-End Design | Audio Recording/Podcasting | Screenwriting | Exporting Video | UI/UX/GUI Design | HTML & CSS Knowledge

Experience

New Jupiter Media, Keyport/Holmdel, NJ *Web/Graphic Designer* 2017- Aug. 2021

- Created landing pages (Unbounce, Instapages, Leadpages) and websites (WordPress) designed for lead generation/conversion success for clients to enhance product marketability
- Created digital advertising display banner ads and graphics for various platforms such as Google, Facebook, Instagram, LinkedIn, and Yahoo
- Created various graphic designs for logos as well as print designs
- Implemented digital marketing strategies using web/graphic design
- Experienced and knowledge of SEM services involving Google AdWords, Bing Ads and Facebook advertising

Interworld Highway, LLC, Long Branch, NJ *Digital Marketing Designer* 2015-2016

- Created graphic design layouts including banner ads and email blasts
- Filmed, edited, and uploaded product videos for their YouTube channel and company website
- Updated the company website product listings with WordPress

Moofwd Inc., Princeton, NJ *Graphic, Mobile UI/UX & Web Designer/Video Editor* 2011-2015

- Designed mobile apps for Android and iOS
- Edited various videos using Final Cut Pro as well as Adobe Premiere Pro
- Became well versed in mobile and web graphic design layout
- Used Photoshop, Illustrator, and InDesign for multiple projects

Various Sports Videography Companies *Freelance Videographer* 2010-2011

- Filmed on field and overhead footage of youth football, baseball, softball and hockey games using a HD camera for live/taped web broadcastings

Education

Fairleigh Dickinson University, Madison, NJ January 2010

- Bachelor of Arts in Filmmaking and Digital Video Design: Documentary, Feature & Corporate
- Senior Thesis film project was selected and showcased at several student film festivals

Personal Equipment

- Panasonic LUMIX G7 DSLR Camera (4K Video) with Video/Photo Lighting Kit | Alienware Aurora R7 Desktop | MacBook Pro | Adobe Creative Cloud Account (Photoshop, Illustrator, InDesign, Premiere Pro) | Final Cut Pro X | DaVinci Resolve