HAGERCREATIVE

Mark Hager | hager.creative@gmail.com | www.hagercreative.com | 417 499 3710

EXPERIENCE

Senior Graphic Designer/Brand Manager & Website Manager

CollegiateParent & College Marketing Group

2011–Present

CollegiateParent supplies guides, magazines, digital flipbooks, and other collateral to colleges and universities to use as resources for parents of college students. We also run a content website to help support parents through the college parenting process. I head all creative tasks and work in collaboration with the team to create and maintain company design standards, develop new products from concept to production, and oversee design interns.

In 2019 I took over management of all CollegiateParent and College Marketing Group websites. We have two main websites, www.CollegiateParent.com and www.CollegeMarketingGroup.com, as well as many other continually created and rotating sites for various clients and verticals. Websites are managed through Version Control using Git repositories. Both sites utilize the WordPress platform using a custom-developed theme that I frequently add features to and adjust as needed.

Freelance Graphic Designer & Front End Developer

HagerCreative

2010–Present

Work with many clients in need of corporate branding, web development, and all other aspects of art and design. I have helped start-ups create and launch their new brands, as well as rebranded established companies. I create and maintain websites on numerous platforms and have set up and migrated domains for existing production environments. In addition to website creation and maintenance, I also help clients in search engine optimization and marketing.

Graphic Designer

Student and Auxiliary Services Marketing Department – University of Missouri

2008–2011

Worked individually and in collaboration with other designers to develop creative campaigns and advertising for the Student Unions and bookstores of; University of Missouri-Columbia, University of Missouri-Kansas City, University of Missouri-St. Louis, Missouri Science & Technology, and Stephens College. Developed skills in client/designer relations, and managed multiple jobs with tight deadlines on a project tracking system. Produced extensive print and digital materials, including brochures, multi-page booklets, newspaper ads, banners, and ads for web, social media, plasma screens, and emails.

EDUCATION

BFA Graphic Design/Photography

University of Missouri-Columbia

2010

SKILLS

Mac/Windows | Adobe Creative Cloud | Microsoft Office | WordPress | Git | PHP
HTML, CSS, & Javascript | SQL | Google Ads/Optimize | CompTIA A+ Certified