

Wally (Vladic) David III

I am a creative designer working in the advertising and marketing space specializing in web design and development.

I bring sites to life from beginning to end. From server management, WordPress installation, the creative process, to development and launch. I focus on user experience, interactivity and standards based web site creation.

I also pride myself in building successful online identity solutions for clients, from social media to building or re-branding entire websites that take clients online identities to the next level.

Over the years I have also worked in offset printing, screen printing, digital large and grand format printing, online media and information technology, bringing valuable knowledge to clients to better meet not only the web development goals but clients overall branding strategies.

My [portfolio](#) is available upon request.



✉ hello@wallydavid.com

🔗 wallydavid.com

📞 [231-750-0383](tel:231-750-0383) c USA

Web Development

Experience in creating professional, content driven web sites for clients with clean and easily understood user interfaces. Designing and implementing email newsletter campaigns (iContact, MailChimp, SharpSpring, ParDot) and banner advertising that direct users to landing pages with measurable statistics or the ability to capture user information in a database.

Implementation of SEO, Keyword and PPC options as well as social media integration into new or existing websites. Installation of WordPress and other similar CMS software, databases, themes, plug-ins and customization for clients. Implementation and management of server hosting spaces (RackSpace, MediaTemple, GoDaddy, etc), as well as support and troubleshooting Apache, PHP, MySql and Linux Services via SSH or a control panel such as Plesk or cPanel.

Marketing Automation Specialist

Build and execute marketing campaigns across platforms like SharpSpring, MailChimp, Active Campaign, LeadPages and others. Analyze prospect database segments to target campaigns that drive results. Brainstorm and develop marketing strategies and test their success against key metrics via reporting.

Graphic Design

Technical UI illustration for web, product design and development, logos, visual styling and conceptual design for clients and pre-press / rip. Strong knowledge of CMYK, trapping, bleeds and separation output as well as knowledge of the current versions of most major graphic design software, keyboard commands and short cuts. Familiar with working in a cross platform .pdf work flow environment as well as working with postscript rips and hot folders for high end print production equipment.

Extremely proficient on both Macintosh and Microsoft Windows platforms. Experience designing in many areas such as large and grand format printing, web and interactive media, digital quick printing, pre-production, video media, audio, commercial signs, screen printing and offset.

WORK HISTORY

Acorn Marketing

Job Title: **Lead Web & Interactive Developer / Creative Specialist**

Duties: Web Design, Interactive Media, Graphic Design, WordPress Development, E-commerce Development, Server Admin, Marketing Automation

Years: 2024 – Present

Contact Info: 128 Columbus Ave., Grand Haven, MI 49417

AcornMktg.com

RCP Marketing

Job Title: **Web & Interactive Developer / Creative Specialist**

Duties: Web Design, Interactive Media, Graphic Design, WordPress Development, E-commerce Development, Server Admin, Marketing Automation

Years: 2013 – 2024

Contact Info: 1756 Lakeshore Drive, Muskegon, MI 49441

rcpmarketing.com

Source One Digital

Job Title: **Creative Specialist / Web Developer / Sports Marketing**

Duties: Web Design, Graphic Design, Large Format Printing

Years: 2003 – 2013

Contact Info: 1756 Lakeshore Drive, Muskegon, MI 49441

www.sourceonedigital.com

Graphics House / GH Imaging

Job Title: **Graphic Designer, Project Coordinator**

Duties: Graphic Design, Web Design, Database Management, Collegiate Sales and Marketing, Large Format Printing, Computer IT Management.

Years: 1998- 2003

Contact Info: 2632 Peck Street Muskegon, MI 49444

www.graphicshouse.net

www.ghimaging.com

WORK HISTORY

Mackellar Associates – Burro Graphics Division

Job Title: **Graphic Designer, Screen Press Operator**

Duties: Graphic Design, Screen Prep, Film Separations, Printing and Production.

Years: 1996 – 1998

Contact Info: 11729 Northfield Drive, Rochester Hills, MI 48309

www.mackellarmarketing.com

Advanced Printwear

Job Title: **Graphic Designer, Screen Press Operator**

Duties: Graphic Design, Screen Prep, Film Separations, Printing and Production.

Years: 1994 – 1996

Contact Info: 31191 Stephenson Hwy. Madison Heights, MI 48071

(248) 585-7227

Sample Online Portfolio

Due to client confidentiality agreements my digital portfolio will be made available only to interested persons at their express request.

<https://wallydavid.com/portfolio/>

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