

Wally (Vladic) David III

I'm a creative designer with a focus on web design and development, working across the advertising and marketing landscape.

From concept to launch, **I build websites that are visually engaging, functional, and user-focused.** My process includes everything from server setup and **WordPress** installation to creative **design, development, and deployment**—always with an emphasis on **user experience, interactivity, and modern web standards.**

Beyond web development, I help clients shape their online presence through thoughtful branding and identity solutions. Whether it's enhancing social media strategy or building (or rebranding) entire websites, I work to elevate the digital footprint of each client.

My background also includes experience in offset and screen printing, digital large and grand format printing, online media, and IT. This diverse expertise allows me to align web solutions with broader branding and marketing goals.

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



✉ hello@wallydavid.com

🌐 wallydavid.com

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

Web Development

Extensive experience developing and managing WordPress websites for businesses and organizations. Skilled in building clean, user-friendly, content-driven websites that focus on performance, usability, and lead generation.

- Install, configure, and customize **WordPress themes, plugins, and databases**
- Build **landing pages** and integrate **lead capture forms** and marketing tools
- Implement **SEO strategies, keyword optimization, and social media integration**
- Maintain **WordPress updates, security**, troubleshooting, and performance **optimization**

Web Development & Hosting

Experience managing websites and hosting environments across Linux-based servers.

- Configure and support **Apache, PHP, and MySQL** environments
- Manage hosting through **SSH, cPanel, Plesk. WHM**
- Perform website **migrations**, server **troubleshooting**, and performance **optimization**
- Implement **analytics** and conversion tracking

Digital Marketing & Automation

Develop and execute online marketing campaigns to drive traffic and generate leads.

- **Build email campaigns** using Mailchimp, Constant Contact, and similar platforms
- Create **targeted campaigns** and **audience segments**
- Track campaign **performance** and optimize based on **results**
- Google **Analytics, Tag Manager and Search Console** use and setup

Graphic Design

Create visual assets for both web and print using Adobe products and other creative tools.

- Design logos, UI graphics, and marketing materials
- Prepare print-ready files with knowledge of CMYK, bleeds, and color separations
- Work within professional print production and PDF workflows

Technical Skills

- Proficient on **Macintosh and Windows platforms**
- Experience in web design, print production, digital media, signage, and screen printing.
- Video & Audio production

Audio & Video

- Proficient with **Final Cut Pro, Motion and Logic**
- Proficiency in equipment setup (microphones, cameras, mixing consoles), and digital networking for streaming or IP-based systems

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

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

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