

ERIC YOST

AKA DENNY

GRAPHIC DESIGNER
EMAIL MARKETING

PROFESSIONAL SUMMARY

Open-minded and motivated, I have ambition and passion for graphic design. As an experienced designer, I work well under pressure and am comfortable with communicating and meeting customer expectations. I am hard working and determined to do my best under any circumstance. I love what I do and attack every project with creativity.

TECHNICAL PROFICIENCY

- Dreamweaver
- Photoshop
- Illustrator
- InDesign
- Basic Flash
- Keynote
- Muse
- Dreamweaver
- Ekwid
- Exact Target
- Emma
- Microsoft Office

CONTACT ME

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WORK EXPERIENCE

CLIPPER MAGAZINE

PRODUCTION ARTIST (1999-2003)

- Created high quality print advertisements for publication in local and regional advertising magazines.
- Gained valuable experience working with a wide spectrum of businesses – from restaurants to home improvement to healthy lifestyles.
- Worked on special editorial sections.
- Prepared files for print.

TRIAGE DEPARTMENT (2003-2008)

- On a daily basis determined the priority of work throughout Clipper Magazine and it's ancillary companies. Then swooped in to help alleviate back logged areas so we could meet our print deadlines.
- Part of a small specialized group, we had the flexibility to take on unique opportunities. Including testing new software and developing new products from concept to print.
- Conceptualized and brought to fruition the yearly company sales and production awards.

OFF-PAGE PRODUCTS (2008-2013)

- Produced off-page products such as menus, magazine inserts, and various postcard sizes.
- Handled additional assignments or special creative projects.

TOTAL LOYALTY SOLUTIONS (2013-Present)

- Create HTML/CSS based email blasts and manage their campaigns.
- Demonstrable knowledge of ESPs.
- Strong understanding of deliverability and inboxing standards.

DENNY DOES

FREELANCE ARTIST (2000-Present)

- Specializing in rock n' roll design I work closely with bands developing their CD or record art and collaborating promotional materials.
- I selectively choose independent businesses to work with that are different from the corporate design I do professionally.
- Services I offer are websites, simple eCommerce, print design, package design, logos and other promotional materials.

AWARDS

- 2003 Clipper Magazine Designer of the Year Nominee
- 2004 Clipper Magazine Designer of the Year Finalist
- 2008 Clipper Magazine Designer of the Year
- 2016 Clipper Magazine Ace Award Winner

EDUCATION

BRADLEY ACADEMY FOR THE VISUAL ARTS

Associate in Specialized Technology
Major: Graphic Design
December 1998