

David Wade Chambers

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Skills/Qualifications

- Excellent computer literacy including proficiency with graphic design software such as Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Over 25 years' experience in graphic design
- Over 15 years' experience in photography/videography
- Over 6 years' experience in marketing/public relations
- Excellent interpersonal skills
- Award-winning photojournalist with expert proficiency with camera equipment
- Exceptional creative abilities as reflected in appealing photographic and videographic content
- Ability to collaborate on projects and integrate editorial feedback
- Extensive experience in coordinating projects and meeting deadlines
- In-depth knowledge of copyright and other relevant permissions
- Accomplished abstract expressionist painter

Work Experience

Creative Content Director

Hook PR and Marketing - Lewes, Delaware

August 2019 to present

- Support an overall brand strategy for clients by developing a variety of communications pieces across a variety of channels, including web pages, product data sheets, promotional fliers, advertising, email blasts, blog articles and social media engagement
- Create and assist with marketing campaigns, maintaining contact lists, drafting communications (including press releases, fliers, and emails), generating, and analyzing reports and other similar tasks
- Serve as project manager for multiple marketing campaigns
- Write and edit the content and structure of a wide range of written and visual materials
- Develop and execute digital content strategies to align with client audience behaviors, goals, and key messages to drive engagement

- Plan and execute marketing seminars
- Oversee graphic design team creating an effective brand presence for clients across all channels, including logos, printed materials, signage, websites and branded promotional items
- Conduct research on client competitors and related markets
- Identify and coordinate company presence at various promotional events during the year, including logistics arrangements, support for attending employees, registration & conference services and attending events when needed
- Oversee all photography and video projects
- Plan, shoot, and edit photos/videos to be used for projects such as social media, websites, and digital advertising
- Work with clients on-site to manage photography sessions and video shoots
- Maintain photo/video equipment
- Transport, set up, and operate production equipment, including audio and lighting equipment
- Keep track of industry trends and advancements in the field of photographic and videographic editing
- Use artistic skills to enhance projects to create visual stories for clients

Community Relations Specialist

Caesar Rodney School District - Wyoming, Delaware

May 2016 to June 2018

- Served as District spokesperson in day-to-day operations while also providing crisis communications to the media and community in rapidly changing internal or external demands, situations, or conditions to keep community aware and informed
- Provided accurate and appropriate communication relating to district goals, objectives, programs, and initiatives
- Coordinated and developed press releases, media advisories, public service announcements, billboards and advertisements for local and national media outlets, district agencies and the community
- Served as administrator for the district's social media program (Facebook, Twitter, Instagram, YouTube)
- Further developed and implemented community information campaigns that further enhanced the district's public image
- Coordinated with the ongoing design and updates of the district's website ensuring accurate and up-to-date content
- Coordinated public and community events
- Prepared promotional materials for school district programs and initiatives
- Provided photographic support for district and school events while creating an archival system for immediate retrieval when needed
- Produced and administered the quarterly ***The CR Report*** publication (coordinating and writing stories, programs, and events; layout, graphic design, and photography; printing and

- distribution of copies to the community)
- Produced PowerPoint presentations and slideshow videos to be used for the promotion of district programs and initiatives
 - Created tributes, proclamations, certificates, and other written materials as needed to promote and highlight significant achievements

Photo Editor

Delaware State News - Dover, Delaware

May 2006 to April 2016

- Covered Kent and Sussex counties in Delaware as a daily newspaper photojournalist
- Wrote, researched, and prepared news articles
- Worked closely with media contacts and public relations officials
- Maintained company website photo galleries and social media websites
- Edited all photos taken by freelance photographers, reporters, and editors
- Designed newspaper pages using Adobe InDesign and Adobe InCopy
- Maintained digital equipment and digital photo archive
- Hired, trained, and supervised freelance photographers
- Created videos, layouts, graphics, maps, and illustrations

Adjunct Instructor

Delaware Technical Community College - Dover, Delaware

August 2009 to September 2014

- Led classes of over 15 students through semester-long photography courses planning, assigning and evaluating student work
- Coordinated and conducted special educational programs and seminars

Graphic Designer

Bell Atlantic/Verizon – Wilmington, Delaware and Chadds Ford, Pennsylvania

December 1996 to March 2006

- Supervised team of artists designing and producing print advertisements for Yellow Pages directories
- Assisted in planning and coordinating company marketing and advertising policies
- Created company training materials, catalogs, posters, and brochures
- Produced and designed monthly newsletter
- Consulted with outside vendors
- Conducted Photoshop training seminars
- Produced all company photographs including portraits and event photography

Education

Bachelor of Arts Degree – Major: Art / Minor: Art History
University of Delaware - Newark, Delaware
1985 to 1992

High School Diploma - Art Club President / Yearbook Art Director
Smyrna High School - Smyrna, Delaware
1981 to 1985

Software Proficiency

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe InCopy
- Apple iMovie
- Microsoft Office (Word, Excel, PowerPoint, Publisher, OneNote)
- Microsoft Teams
- WordPress
- MailChimp
- Airtable
- Monday.com
- Zoom
- Canva
- Animoto

Photography Portfolio

[flickr.com/photos/graphicsmartist](https://www.flickr.com/photos/graphicsmartist)