

Frank Streicher

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Profile

- Highly skilled web designer with 16 years of experience creating websites and print collateral for clients in government, healthcare, travel and retail.
- Knowledgeable in social media marketing, SEO, and WordPress development.
- Strong leadership, project management and communication background, including experience leading small teams, managing budgets, and liaising with clients.
- Expert level German speaker with past translation and interpretation experience as well as an MA in German Language. Also possess good conversational French, learned while residing in France for seven years.
- Highly self-motivated and entrepreneurial with success in building two separate businesses as well as working as a freelance translator and property manager.

Skills Summary

- Created mock-ups, HTML templates, and WordPress themes using HTML5, CSS3, Foundation Framework, Bootstrap.
- Designed web elements, web and print advertisement, posters, brochures and logos using Illustrator CS6, Photoshop CC, InDesign and Fireworks.
- Implemented traditional media and social media strategies for business startups, including health clinics, as well as community and professional organizations.
- Serves as webmaster for various organization including the Nova Scotia Association of Osteopaths and the Friends of the Public Garden

Employment History

Concreteorange Design

2004 – Present

Owner / Lead Designer

Concreteorange is a design firm specializing in providing web and marketing advise for small to medium sized business and organizations.

Key Duties

- Created responsive websites according to client's specifications. Initial mock-ups were produced in Photoshop before migrating approved design into HTML5 and CSS3.
- Turned HTML and CSS mock-ups into WordPress themes and modified plug-ins where needed to fit the overall design framework.
- Designed posters, artwork, logos, flyers and other marketing collateral using InDesign and Illustrator for a wide range of clients and organizations.
- Researched and answered RFPs as well as sought out new opportunities from a variety of web based sources.

- Researched and wrote manuals and created illustrations for clients needing instructions for updating and maintaining their websites. Led training sessions in website maintenance management.
- Planned and implemented traditional and social media strategies for clients, and lead training sessions on engaging clients through a variety of channels.
- Successfully completed all print collateral and web marketing requirements for the 2015 SCMA conference in Halifax. Project included designing over 100 separate items, liaising with client and printers under tight deadlines.

Clients

Read to Me Nova Scotia	Hope Not Jail (Dalhousie University)	STF Association of University Teachers	Nova Scotia Association of Osteopaths
Collaborative Family Law Nova Scotia	Supply Chain Management Association	Freak Lunchbox	Cabral Creative

Pre 2004

Hydrostone Osteopathy	Co-owner, Marketing director	2005-2008
Furclough Management	Property Manager	2001 – 2004 , 1998-1999
Hackmatack Children's Choice Book award	Web Designer	2000
Dalhousie University	Lecture (first year German) / TA	1993 – 1997
ILI Halifax	Language Instructor (German)	1994 – 1996
G7 Summit Office	Media Relations Officer (German)	1995
Various	Freelance translator, interpreter German-English	1993 - 1998
Pioneer Youth Services	Purchaser, Child Youth worker	1985 - 1993

Education

- 1999 **Information Technology Institute (ITI), Applied** Information Technology Diploma, Halifax, NS
- 1998 **Dalhousie University**, Masters of Art: German, Halifax, NS
- 1993 **University of Waterloo**, Bachelor of Art (Honours), Waterloo, On

Volunteer Work

Friends of the Public Gardens, Board of Directors (Communications)

- Manage and update Website.
- Handle outside communications and requests.
- Advise on new technologies and marketing strategies.
- Create print and web material as needed.