



MIKE DUESENBERG

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EXPERIENCE

06/2008-12/2008

CB Richard Ellis, Oak Brook/Chicago, IL

Graphic Designer, Chicago Marketing Center

- Collaborated with Managing Director and brokers on key presentation, assisting in securing new business for the worlds largest commerical real estate firm.
- Assisted in development of marketing plans for commerical properties and designed brochures, direct mail campaigns, websites and e-mail campaigns that aligned with strategies.
- Managed the consistency of the CBRE brand and contributed in elevating brand standards on a national and local level.
- Provided estimates on print and web projects to all broker teams, developing creative solutions to meet their needs and budget.
- Participated in weekly “think tank” meetings, brainstorming ways to improve our presentation practices and materials.
- Worked with the CBRE Philanthropy team on designing posters, invitations and mailers for charity events.

11/2006-06/2008

Scholle Packaging, Northlake, IL

Graphic Designer, Global Marketing Group

- Worked in a global capacity requiring strong verbal and written communication skills.
- Conceptualized and designed marketing collateral for the cleaning chemical market relaunch, resulting in a 10.5% (\$900K) sales increase in a one year span.
- Assisted in the development, design and search engine optimization of scholle.com, which resulted in a 20% traffic increase along with higher Google rankings in critical keyword searches.
- Art directed the redesign of vacumet.com, resulting in a 10% increase of monthly traffic.
- Developed and presented a global sustainability plan at the North American Growth Summit, resulting in an increase of awareness on our Scholle’s efforts and expertise in sustainability.
- Co-led efforts to increase internal and external brand awareness including creating large graphic panels throughout the office, highlighting our brands history, mission and brand values.
- Maintained and created new vendor relationships in an effort to seek out the best cost for all printing needs.

8/2005-10/2006

DePaul University, Chicago, IL

Graphic Designer, Study Abroad Program

- Created a series of “travel” posters and a faux train map highlighting study abroad destinations, resulting in an increase of student awareness and interest of the study abroad program.
- Developed a simplified, online version of both the faculty and student handbooks, allowing faculty and students to have access globally, including places with low-speed internet.
- Responsible for development and creation of all marketing materials, from conceptualization to design to print.

EDUCATION

2002-2006

DePaul University, Chicago, IL

Bachelor of Arts in Art & Art History

Concentration in Art & Design

June 2007

Rhode Island School of Design, Providence, RI

Advanced Workshop in Identity and Branding

Summer Institute for Graphic Design Studies

May 2007

American Management Association, New York, NY

Advanced Marketing Strategies

January 2007

American Management Association, Chicago, IL

Marketing Strategies

TECHNICAL KNOWLEDGE

- Adobe Creative Suite
Photoshop, Illustrator, InDesign, Flash
Dreamweaver, Contribute, Acrobat
- Quark
- Microsoft Office
Word, PowerPoint, Excel
- HTML
- CSS
- Javascript
- Mac or PC platform
- Traditional and Digital Photography
- Video Editing
- Copy Writing