

# Christopher Selby

709 Glen Road, Danville, CA 94526

Email: [christopher.selby@gmail.com](mailto:christopher.selby@gmail.com)

Phone: 925-683-2417

Portfolio: <http://www.selbycreative.com>

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## Education

**SAN JOSE STATE UNIVERSITY**, San Jose, California

*Bachelors Degree in Advertising*

- Won bid for advertising campaign for the San Jose Mercury News in semester-long competition
  - Learned how to run advertising campaigns: from research, to legality, to design aspects
  - Took classes on Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro
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## Technical Proficiency

- **Expert at Adobe Creative Suite:**
    - Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Premiere Pro, After Effects, Lightroom
    - 7+ years experience
    - Use for web/graphic design, brochure/magazine/newspaper advertisement mockups, Flash advertisements and interactive content, web development, video editing, photo manipulation, animated graphics, logo mockup/creation, vector art
  - **Coding languages:** HTML, CSS, jQuery, Javascript, ActionScript
  - **Comfortable on Mac or Windows computers**
  - **Extensive experience with social networking sites:** Facebook, Twitter, YouTube
  - **Novice at Microsoft Office:** Word, Excel, Powerpoint
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## Work Experience

**SELBY CREATIVE**, Danville, CA

October 2010 through Present

*Principal*

Self-owned company specializing in freelance graphic design, website design, and photography.

- Designed and developed websites for real estate businesses, small businesses using e-commerce tools, organic SEO best practices, and Google Analytics to increase site traffic, relevancy, and purchases-per-visit
- Created logos for small businesses with strong emphasis on appeal to potential customers
- Photographed products for start-up company to better reflect product attributes
- Produced and edited video documentary of local sports group to boost interest, membership
- Interviewed and developed video feature about tattoo shop to increase community visibility

**EMC CREATIVE**, Walnut Creek, CA

January 2012 through Present

*Freelance Design*

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Creative agency specializing in Real Estate based clients.

- Use Photoshop, Illustrator, InDesign, and Dreamweaver to design anything from posters to brochures to websites for clients of EMC Creative

**STARBUCKS**, Danville, CA

August 2011 through Present

*Barista*

Retail corporation selling coffee and specialty coffee drinks.

- Expertly learned how to make drinks in mere months, became one of the go-to people for barista service
- Quick on the cash register while also providing an inviting and friendly attitude
- Often tasked with managing staff while shift supervisors were away or busy

**DELIVERY AGENT**, San Francisco, CA

June 2009 through August 2009

*Product Development Intern*

Designed merchandise for various media outlets using Adobe Creative Suite, Microsoft PowerPoint

- Conceptualized custom designs for clients such as The Discovery Channel, HBO, ABC, NBC, CBS, Showtime
- Analyzed upcoming television scripts and produced promotional products and design
- Learned how client-designer relationships function at a corporate level
- Gained an understanding of juggling multiple design tasks and meeting rigorous deadlines

**FRY'S ELECTRONICS**, Concord, CA

June 2006 through January

2007

*Video Game/Software Sales*

Sales of video games and software and customer service.

- Assisted customers with software questions for appropriate product purchase
- Worked in a fast paced holiday environment with limited staff and a major release of the Playstation 3

**EMC CREATIVE**, Danville, CA

October 2004 through February 2005

*Temporary Administrative Work*

Scanned slides, negatives, pictures to be used in future advertising collateral and assisted graphic designer with collateral materials.

- Scanned, color corrected and cropped photos, negatives and slides for future use by agency
- Organized agency archives for better search and access
- Experienced the creative energy of an advertising agency which sparked my interest in the industry