


# WES BUSKIRK



## wesbuskirk.com

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 2410 Sower Blvd. | Okemos, MI

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## EDUCATION

Bachelor of Science in Film & Video Production

**Grand Valley State University** • GPA: 3.97

Allendale, MI | (Sept. 2012 – Nov. 2016)

• *Independent Study in Advertising and Public Relations*

• *2016 Excellence-in-a-Discipline Award (Film & Video)*

New Media Program

**Capitol Area Career Center** • GPA: 4.0

Mason, MI | (Sept. 2010 – Apr. 2012)

• *Studied video, audio, photography, and graphic design*

• *Vice President of National Technical Honors Society*

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## SKILLS

- **Adobe Creative Cloud**  
(After Effects, Illustrator, InDesign, Photoshop, Lightroom, & Premiere Pro)
- **Final Cut Pro, DeVinci Resolve, & VideoScribe**
- **Audacity, Avid Pro Tools, & Garage Band**
- **Microsoft Office**  
(Word, Outlook, PowerPoint, & Excel)

Communications Strategist

**Martin Waymire**

Nov. 2021 - Nov. 2022

- Worked diligently to change public policy in Michigan for the better
- Collaborated on strategic communications, defined digital metrics, set campaign goals, created creative content, and delegated subcontracted work
- Planned, published, and promoted content with social media scheduling software (e.g. Sprout Social, Hootsuite, etc.)
- (Re)branded organizations/initiatives, launched social media platforms, and built websites/landing pages with content management systems (e.g. Unbounce, Webflow, etc.)

Multimedia Director

**Erickson Strategies**

Mar. 2021 - Oct. 2021

- Collaborated remotely to represent academic institutions and health systems
- Managed multiple web platforms, planned marketing campaigns, and scheduled social media calendars
- Designed graphics for print material and digital assets
- Produced PSA's and promos for cable TV, social media, websites, etc.
- Created websites on Wix/Squarespace, studied and reported analytics, and optimized SEO

Creative Director

**Vanguard Public Affairs**

Aug. 2019 - Feb. 2021

- Produced and oversaw the production of multimedia assets, including photos, graphics, video, social media pages, websites, display ads, billboards, and logos
- Worked in tandem with upper management to communicate high-profile clients' creative needs
- Managed both a Graphic Designer and Digital Developer to create well-designed print/digital deliverables, while optimizing workflow

Digital Media Contractor

**Digital Doorway Web Solutions, LLC**

Sept. 2016 - July 2019

- Formed a collaborative team of professional creatives and built a customer base by leveraging my freelancing portfolio and new media background
- Specialized in instructional videos for universities and other academic institutions
- Illustrated educational infographics, curated social media content, and designed websites