



MICHAEL I. ROCHE
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My name is Michael I. Roche and I am a web/print designer with a strong background in marketing. Over the past few years I have developed my own design style and a knack for meeting a wide range of client's unique needs. I have done everything from individual web sites to full campaigns (billboards, bus shelters, magazine ads, TV spots, promotional material, brochures, business cards and complete re-branding). In every piece I produce I strive to maintain the balance between aesthetically pleasing and functionally driven work.

I have been designing professionally for over 8 years and graduated on the Deans List from Platt college with a degree in graphic design. Some of my most proud accomplishments come from being able to give back to my community by offering services to local nonprofit organizations (Family Health Centers, The Invisible Children and Beyond the Chair). My knowledge of campaign development allowed me to successfully launch the *We All Test* and *Talk About It* campaigns that recorded a 60% drop in the HIV/STD cases reported in San Diego County in 2010.

As the Creative director of Montesquieu Wine I was in charge of re-branding the companies on-line and printed marketing materials. I worked closely with the CFO and Owner to maintain continuity throughout the new branding. We wanted to shift from the old business model to some thing more up to date. In Jan of 2012 I launched the new web site which included a full shopping cart. Since that time the company has seen a 20% growth in sales compared to the previous years sales reports.

As you can see by the attached resume I posses the education and work experience to accomplish greatness. I know my skill set and willingness to take on any challenge with a positive attitude will be a strong asset for your company.

Michael I. Roche