

Kristopher Link

Web Designer • Fairfield, OH 45014 • 513-545-1166 • kristophermlink@gmail.com

Key Work Experience

Advanced Video Data Services | Fairfield, OH | 2018 – Present

Consultant

- Aiding in transitioning business model from primarily video production to consumer & institutional format digitization and professional editing. This is done through competitive research, one-to-one customer interviews and creating & testing new business processes.
- Maintaining website, created a new brand identity and signage, and ongoing content creation
- In quarter 1 of 2021 we tripled the number of new appointments from the website, 95% of which resulted in a sale, compared to this time in 2020
- Implemented a review gathering system which produced 35 five star reviews, and 2 four star reviews, and no reviews under four stars

Link Design | Fairfield, OH & Remote | 2016 – Present

Freelance Web Design and Development

- Design websites & setup CMS for marketing agencies' clients as a 'white-label' service provider, trained their clients directly on updating their websites.
- Build both custom Wordpress themes from scratch and created branded websites through page builders for client-end design and updates

Advanced Video Data Services | Fairfield, OH | 2009 – 2017

Producer, Director, Editor

- During my time as a producer, director and editor it was my job to collaborate with clients to create brand stories and demonstration videos
- Produced 7 Virtual Guided tours for The Cincinnati Art Museum collaborating directly with exhibit curators. Each video was used privately for recruiting donors for future exhibits.
- Produced documentary & 3 promotional films for the Cincinnati & Liuzhou, China chapter of Sister City International. Collaborated with with a diverse range of stakeholders both in the US and China.
- Created several facility and product demonstration videos for industrial clients
- Increased overall project spend through proposal creation by 125% on average from 2015 into 2016

Skills

Web Development

HTML5 & CSS3

Git

Wordpress theme creation and CMS setup

Design

UI/UX Design

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe XD

Marketing

SEO

Content Strategy

Brand Strategy

Video Production

Directing and Producing

Adobe Premiere

Independent

Learning

Google UX Design Certificate

Skillcrush Front-end Web Development

Skillcrush Wordpress Development

Skillcrush Visual Design Path