

# DAVID APPELBAUM

GRAPHIC DESIGN • MOTION GRAPHICS • ANIMATION • VIDEO • PHOTOGRAPHY • PACKAGING • WEB

## ABOUT ME

Hey there! I'm David, a creative professional with a passion for digital and time-based media. I like to approach every project by first asking:

*"Where's the story?"*

I believe uncovering the narrative is the key to compelling connections between a project and its customer, client, or other intended audience.

Reach out if you'd like to chat or learn more about me!

## THINGS I ENJOY



## RIDICULOUS AWARDS



2X S&T INC.  
FANTASY  
FOOTBALL  
CHAMPION



3X S&T INC.  
CHILI COOKOFF  
WINNER

## WORK

FOR MY FULL PORTFOLIO, PLEASE CHECK OUT [APPELBOMB.COM](http://APPELBOMB.COM)

TODAY

**SCHROEDER & TREMAYNE, INC.** Digital Media Specialist

The Ecommerce team at S&T was newly formed upon my arrival with the company. I began by creating web assets for Amazon detail pages like carousel images and A+ content, but I have since spent time refreshing branding, redesigning and managing websites in the Shopify platform, and exploring new ideas for engaging motion graphics and video for use in ads and social media.

2018

**VROBI SPORTS** Graphic Artist

Upon the closure of the St. Louis Boombah office, my supervisor started his own sporting goods company. He asked me to assist him with uniform artwork and social media content as he began to get his business off the ground.

2017

**BOOMBAH** Graphic Artist

As part of the Product Development team, I had the pleasure of working in footwear, apparel, equipment, and bag categories. Product concepts, photography, motion graphics, and video are among the content I produced during my time there. A small but tight knit group, the decision was sadly made to close the St. Louis branch in late 2017.

2016

**COLDWELL BANKER GUNDAKER** Marketing Coordinator

My primary duties were to support the realtors of my office with marketing materials such as postcards, brochures, and flyers. I also spent time assisting realtors with newer marketing strategies such as social media, email campaigns, and website design.

2014

**CUSTOMER DIRECT** Marketing & Design Manager

I refreshed the company branding, then supplied marketing materials to the sales team. Additionally, I revamped the company website and helped HR with recruitment media.

2013

**RAWLINGS SPORTING GOODS** Graphics Intern

Learning the ins and outs of the professional design world through the lens of such an iconic brand was an amazing way to begin my career. I worked on ads, equipment artwork, basic clipping requests, and just about anything I could get my hands on.

2012

## EDUCATION

MARYVILLE UNIVERSITY IN ST. LOUIS

Bachelor of Arts in Graphic Design • Minor in English • Class of 2012

## PROFICIENCIES

**CREATIVE** Illustrator • Photoshop • After Effects • Premiere • Dimension • Blender

**OFFICE** Word • Outlook • Excel • Powerpoint • Teams

**WRITING** Exceptional editing and proofreading skills • Stickler for correct grammar

**WEB** Know a bit of code, but primarily have used site builders such as WIX or Shopify

**MUSIC** Logic Pro X • Garage Band • Audacity **OS** Prefer Mac but comfortable with PC



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