


WES BUSKIRK



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 2410 Sower Blvd. | Okemos, MI

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)*

SKILLS

- **Adobe Creative Cloud**
 - *After Effects*
 - *Audition*
 - *Illustrator*
 - *InDesign*
 - *Photoshop*
 - *Lightroom*
 - *Premiere Pro*
- **Final Cut Pro & DeVinci Resolve**
- **Audacity, Avid Pro Tools, & GarageBand**
- **Wix, Concrete5, & Webflow**
- **Microsoft Office**
(*Word, PowerPoint, Excel, etc.*)
- **Social Media Management & Advertising**
(*YouTube, Facebook, Instagram, etc.*)

Digital Communications Manager
Michigan State University
College of Nursing

Feb. 2023 - Present

- Produced *The Spartan Nurse Podcast* and directed videos for the website and social media
- Wrote internal newsletters (Mailchimp), collaborated in the production of external campaigns, and designed *Spartan Nurse Magazine*
- Created digital and print graphics as graphic design lead
- Served as accessibility liaison and participated in the Wellness Council for the college
- Assisted with new Intranet development and collaborated as website lead

Communications Strategist
Martin Waymire

Nov. 2021 - Nov. 2022

- 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 various content management systems

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 and produced video PSA's and promos for cable TV, social media, and websites.

Creative Director
Vanguard Public Affairs

Aug. 2019 - Feb. 2021

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