

Creative  
Professional

**Cordell Klier**<sup>2016</sup>  
Resume

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# Cordell Klier

Email: cordellklier@gmail.com

Web/Portfolio: <http://www.doctsect.com>

Address: 3021 State Rd 590, APT 623, Clearwater, FL. 33759

Phone: 612.532.1571

## SENIOR DESIGN PROFESSIONAL

**25 Years of Qualified Experience  
within the Following Disciplines:**

- Senior Creative Direction
- Senior Graphic Designer
  - Created 1,000's of Print & Digital Ads
- Brand & Marketing Consultant
- General Marketing: Client Facing
  - Soft Market / Mid B2B / Mid B2C
- General Advertising
  - Product, Service, S2B, C2C
- Website Design
- Website UI
- Project Management
- Technical Writing
- Ad Writing
- Ad to Revenue-Link Strategy
- General Work-Flow Illustration
- Photography & Re-Touch
- Color Study
- Typography

## SKILLS

- Graphic Design - Print & Digital (Mac & PC)
- Creative Direction
- Magazine & Calendar - Layout & Design
- Brand Consulting
- Brand-to-Brand Marketing
- Brand-to-Client Advertising
- Ad Writing
- Technical Writing
- User Experience
- User Interface
- Interior Design, Model, Product Photography
- Social Media Marketing Strategizing
- Blogging
- Author of 3 Books
- Events Coordination,
- Small Group Facilitation
- Public Speaking
- Website & SharePoint Maintenance
- Sound & Audio Design
- Employee Management,
- Task & Project Management
- Market Research
- Audience Targeting
- Fashion Coordination
- Retail Management
- Personal Development
- Motivational Coaching

## PROFESSIONAL AWARDS & ACHIEVEMENTS

- Awarded CITY PAGES "Best of the Twin Cities"
  - Best Avant-Garde artist in 2003 for music, performance, and art.
- 200+ published music releases worldwide
  - music projects & solo activities within various underground music genres
- Toured and performed various music events, and contemporary art performances between 1990 – 2011
- Headlining musician & supporting act at: (East Coast) G.B.A. Tour in 2003
- Headlining musician at C.O.M.A.: Music Festival (Montreal) in 2005

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## Recent Accomplishments

I Penned 3 Abstract Books  
Between 2011-2014

- All Is Of The Source
- Source, Choice
- The Manual

All physical copies are sold out.  
Yet books are downloadable  
through my old website:  
[www.doctsect.com](http://www.doctsect.com)

## PROFESSIONAL SUMMARY

Exceedingly self-motivated and educated professional with a broad range of experience within graphic design, market consultation, high-end branding, sales, and general advertising.

My design focus is to add smart approachability with increased value to my client's presence within the trending global market. I've been called a well-dressed, effective communicator with a high attention to detail while on-&-off the job.

I am meticulously organized, focused, with a high-priority on task & solutions implantation and trouble-shooting.

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Back in 1992, during my last year of high school, I implemented and ran my own recording label / music distribution company. And the wealth of knowledge I gained through the next 13 years got me to write a few books.

In addition to managing the label and all its assets, I was the sole designer, thus created all the product packaging and presentations. This is ultimately what steered me into graphic design as professional. From there I began working on freelance projects for individuals, small & large businesses, and non-profit organizations.

## INTERESTS

### PERSONAL & WORK-RELATED

- Museums
- Interior Design / Decorating
- Architecture
- Music (collecting & creating)
- Painting & Sculpture
- Voracious Non-Fiction & Self-Development Reader
- Performance Art
- Foody, Travel Nerd, Fashion
- Photography
- Theater
- Biking
- Nature
- Motivational consulting
- Sailing
- Philosophy
- Positive Psychology
- Physics
- Creative Writing (Author)

## EXPERIENCE

### Freelance Graphic Designer / Consultant – Global / 1993 - 2015:

- Direct and Design Creative Projects
  - Print, Digital, Web, Product Presentation
    - Logos, business cards, flyers, posters, post cards, general promotional marketing materials, magazines, signage, social media, email newsletters, and blog content
- Design on both Mac and PC Platforms
  - Install Hardware & Software on Both Platforms
- Facilitate and Motivate Branding & Branding Sessions
- Web design & Market Presence Development Strategies
  - UX & UI (User Experience & User Interface)
  - SEO (Search Engine Optimization) & Site Travel Retention
  - Advertising Psychology of Information Taxonomy
  - Page Visual Focus
- Creative Consultations for Brands, Bands, & Businesses
- Expert Designer in Adobe Creative Suite Professional
  - Photoshop
  - Illustrator
  - InDesign
  - I know a little Flash and some After Effects

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## EXPERIENCE (Continued)

### Freelance Graphic Designer / Consultant – Global / 1993 - 2015:

#### Other programs / applications seasoned in include:

- Dreamweaver, SharePoint Sound Forge, Ableton Live, Mail Chimp, Blogger, WordPress, Twitter, Hootsuite, YouTube, Vimeo, Facebook, Facebook Pages, Google+, Google Analytics, MS Office (PowerPoint, Word, Publisher, Excel)
- Digital Photographer (Model, Product, & Landscape)
  - Seamless Model & Product Retouching
  - Digital Lightening Enhancement
  - Colorist
- HTML (Basic)
  - I know some Action Script 2 & 3

## EXPERIENCE (Continued)

### General Small Business & Non-Profit Design Projects:

#### Creative Advertising Consultant:

- A.M. Spa & Gallery, Two Wheels Bike Shop, Tammi Enright Personal Training, An Indulgence Gift Shop, Studio Sendero, Devika Belly Dance, Rainbow Health Initiative, Color Coordination, Dark Winter, Endless Ascent, Dark Infantry, Gracious Recordings, West Bay Public House, and numerous international sound artists

#### Web Maintenance:

- Doctsect Media, Pride Alive, Positive Link, C.L.E.A.R. Program, Minnesota AIDS Project

#### Social Media:

- Pride Alive, Doctsect, Devika Belly Dance, TrueTyme App

## EXPERIENCE (Continued)

### Multimedia Development Paid Internship / Customer Service Representative II

FIS (Fidelity National Information Services INC.)  
– St. Petersburg, Florida / 2015 - 2016:

- Assisted Development of CSR Training Curriculum via Multimedia Training Specialist
  - Technical Writing
  - Copy Editing
  - Procedural Writing & Proofing
  - Knowledge-Base Asset Creation
    - SharePoint Wiki's, PowerPoint Presentations, InfoShare Forms, Excel Spreadsheets
- Provide Exceptional On-Call Customer Service
  - Simultaneously for five national banking institutions
  - Spearheaded Procedural Transitions Committee
    - Occurred within first month of employment to enhance the customer service user experience, with a focus to improve and streamline data-mining efforts, client relations tactics, and reduce on-call duration.
- Directly assisted in the transformation of user-to-client resource interface within SharePoint
- Use effective professional communication, listening skills in customer-to-bank interactions
- and internal business relationships
- Swiftly offer intelligent problem solving solutions, finalization, and follow-up responses to client inquiries

## EXPERIENCE (Continued)

### In-House Graphic Designer / Web Maintenance / Health Educator

Minnesota AIDS Project  
– Minneapolis, Minnesota / 2005 - 2011:

- Collaborated with all internal departments to create designs and advertising strategies for the following:
  - Mission Campaigns
  - Events Coordination
  - Service Programs Promotions
  - Health & Wellness Information Asset Creation
- Ability to prioritize tasks and projects to meet strict deadlines
- Provided direction on implementing the graphics department and continued to review processes for streamlining opportunities
- Volunteered and Participated in annual MAP & Partner sponsored events

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## EXPERIENCE (Continued)

### Music Recording Label Owner / Manager / Audio Engineer / Sound Artist / Designer / Marketing

Doctsect Media - Doctrine Insectvas - Will Crushed Communications  
– Minneapolis, Minnesota / 1992 - 2013 :

- Began as hobby business making music that led into small business
  - Operated under the above offered names (depending on music genre)
- Music Engineer, Field Recording
- Graphic Media Packaging
- Art & Sound Craft Distribution Projects
  - For artists I signed
  - And with my own music

## Additional EXPERIENCE

**Lucky Brand Jeans Store**  
– Edina, Minnesota / 2012-2013  
Sales Manager / Stock Manager /  
Part Time, Full Time:

- Key holder for management of opening and closing procedures for the store
- Assisted clients with their clothing and accessory needs from:
  - purchasing, returns, and exchanges
  - guarantee an overall pleasant shopping experience
- Organized stock for inventory control
- Product & Merchandise for Visual Displays, & Storefront
- Meet & Exceed Daily Sales Goals

## More Additional EXPERIENCE

Other Retail Employers  
Between 1995-2013  
(Part Time & Full Time)

### POSITIONS HELD:

Retail Management,  
Sales, Stock Supervisor,  
Accounts Payable / Receivable:

- Lecter's Kitchen Store
- The Limited
- Cacique
- Venture Distributing
- DSW Shoe Warehouse,
- Discovery Store
- Gap & Gap Kids
- Lava Lounge
- MGM Liquors
- Target
- Walgreens

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