



Bill Etter

Graphic Designer | Creative Solutionist

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Qualifications Profile

Award-winning graphic designer with a focus on creating consistent campaigns that work to enhance the overall user experience using a variety of media including digital, print, and web.

Proficiency in: Adobe InDesign CC · Adobe Illustrator CC · Adobe Photoshop CC · Adobe Acrobat

Knowledge of: Sketch · Adobe XD · HTML · CSS

Experience

Baltimore Orioles · March 2018 – March 2021

Graphic Designer

- Design seasonal campaign looks, logos, promotional items (including bobbleheads, posters and t-shirts), packaging, Orioles Magazine (3 issues per year), Orioles Yearbook, annual pet calendar, bus wraps, outdoor, flyers, web ads, signs, brochures, email assets, and social media assets
- Collaborate with other designers and photographers

Entercom Communications (formerly CBS Radio) · November 2017 – March 2018

Graphic Designer

- Art directed and designed local and in-house ad campaigns, web ads including skins, mobile ads, email assets, and social media assets
- Clients included Mix 106.5 Radio, Today's 101.9 Radio, and 105.7 The Fan
- Outside clients included The Food Network as well as a variety of local businesses

Self-Employed · September 2009 – Present

Freelance Graphic Designer

- Art direct and design ad campaigns, print and web/mobile ads, collateral, direct mail, and logos for a variety of local and national clients
- Mid-Atlantic Nursery Trade Show campaigns result in increased attendance each year with over 10,500 participants and over 1,000 vendors, making it the one of the largest most successful horticulture trade shows in the US

The Leffler Agency · November 2002 – January 2017

Graphic Designer/Art Director

- Art directed and designed ad campaigns, print and web/mobile ads, collateral, direct mail, billboards and logos for a variety of local and national clients including the Orioles, Preakness, and MASN in a fast-paced, full-service ad agency
- Campaigns contributed to record ticket sales in multiple sports and entertainment markets
- Obtained competitive print bids, and coordinate with account executives and outside vendors

Pinnacle Communications · November 2000 – March 2002

Graphic Designer

- Designed ads, websites, collateral, direct mail and logos for a variety of clients including Popeyes Chicken & Biscuits and Marley Station Mall in a fast-paced, full-service ad agency
- Obtained competitive print bids, and coordinated with account executives and outside vendors

Education

Bachelor of Science in Graphic Design · Towson State University · January 1995

Design Awards

Addy Awards

Baltimore Orioles "Birdland Express" Light Rail Wrap

Summit Creative Awards

Popeyes Chicken & Biscuits Website

MANTS "Masterpiece of Trade Shows 2005" Campaign

Davey Awards

Baltimore Orioles "See You at the Yard" Campaign

MANTS "Masterpiece of Trade Shows 2007" Campaign

The Maryland Zoo in Baltimore "New at the Zoo" Campaign

Baltimore Orioles "Birdland Express" Light Rail Wrap

American Graphic Design Awards

128th Preakness Logo

The Village Learning Place Brochure