

Michael D. Blakely Jr

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Work Experience

Creative Director & E-Commerce Manager

WoodByStu | Driftopia | Touchupshop

2019 – Current

- Direct creative strategy and visual branding for multiple e-commerce stores specializing in personalized décor, automotive wall art, and custom products.
- Design all product graphics, promotional materials, and digital assets using **Adobe Photoshop and Illustrator**.
- Manage end-to-end product listings — from concept design, photography, and mockups to SEO-optimized descriptions and pricing.
- Oversee **customer communication, order fulfillment, and shipping logistics**, ensuring exceptional buyer experiences and repeat sales.
- Coordinate marketing initiatives across **Etsy, Walmart, Amazon, POD Site, Shopify, and TikTok Shop** to boost visibility, engagement, and conversion rates.
- Analyze performance data to refine listings, improve product photography, and optimize store presentation.

Security Officer

Allied Universal Security

2017 – 2019

- Maintained site safety and security for clients across diverse industries.
- Enforced access control procedures, monitored CCTV systems, and reported incidents with attention to detail and professionalism.

Skills

- **Creative & Design:** Adobe Photoshop, Illustrator, Canva, Mockup Creation, Branding, Typography
- **E-Commerce:** Amazon, Walmart, Etsy, Shopify, TikTok Shop, SEO Optimization, Product Listings, Customer Relations, Shipping Coordination
- **Marketing:** Social Media Content Design, Ad Campaign Setup, Photography, Trend Research
- **Other:** Communication, Problem Solving, Process Efficiency, Quality Control

Certifications

Adobe Certified in Photoshop and Illustrator

Summary

Creative, detail-oriented, and entrepreneurial professional with 6+ years of experience managing e-commerce brands from concept to customer delivery. Skilled in design, marketing, and operations — a proven record of creating visually engaging products and seamless customer experiences across multiple online platforms.

References

References available upon request.