

WILL PORTER

CREATIVE PRO • PROJECT MANAGER
CHICAGO, IL • 773.726.7883 • WILLPORTER247@GMAIL.COM
LINKEDIN • PORTFOLIO AVAILABLE UPON REQUEST

ABOUT

Dynamic creative professional and certified project manager with 10+ years of experience leading high impact visual campaigns, managing multidisciplinary teams, and supporting executive level operations. Known for merging design excellence with agile project management to drive brand growth, operational efficiency, and community engagement. Skilled in stakeholder collaboration, visual storytelling, and delivering polished work across B2B, B2C, government, and nonprofit sectors.

EDUCATION

The One School of Creativity – Fall 2025 Cohort **Chicago, IL – February 2026**

Intensive creative program focused on concept development, brand storytelling, campaign strategy, and culturally grounded design. Produced portfolio ready work through mentorship from agency professionals.

Southern Illinois University (SIUC) **Bachelor of Science in Journalism – Cum Laude (3.65 GPA)** Specialization: Advertising / Integrated Marketing • May 2014

CERTIFICATIONS

Adobe Graphic Designer – Adobe / Coursera, Feb 2025

Google Project Management – Google / Coursera, Mar 2025

SKILLS

Creative & Design – Adobe Creative Suite (PS, AI, ID, Firefly), Brand Development, Visual Communication, Production Design, Generative AI, UI/UX, Wireframing, Art Direction

Project Management – Agile & Traditional PM, Workflow Optimization, Scheduling, Resource Allocation, Stakeholder Management

Marketing & Strategy – Creative Strategy, Digital Marketing, Copywriting, Social Media Content

Collaboration – Cross functional Teaming, Client Relations, Vendor Coordination

WORK EXPERIENCE

SPECIAL PROJECTS ADMINISTRATIVE ASSISTANT – PRESIDENT’S OFFICE

Metropolitan Water Reclamation District of Greater Chicago (MWRD)

Feb 2026 – Present | Chicago, IL

- Support President Kari Steele through field operations, transportation logistics, and on site coordination for district events, community engagements, and executive initiatives.
 - Serve as a trusted driver for the President, ensuring safe, timely, and efficient travel across all official functions.
 - Assist with social media and communications by capturing content, drafting posts, and supporting digital engagement strategies that highlight district impact.
 - Coordinate special projects requiring cross department collaboration, community outreach, and real time problem solving.
 - Provide administrative support including scheduling, document preparation, and stakeholder communication to maintain smooth executive operations.
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PROJECT MANAGER / LEAD DESIGNER

The Goodie Shop

Feb 2008 – Nov 2024 | Chicago, IL

Notable Clients: UCAN Chicago, LDCD Chicago, St. Anthony Hospital, Boxing Out Negativity, Gilbane

- Directed 3,000+ client projects from concept to final delivery, integrating design strategy with detailed scheduling and resource allocation.
- Managed end to end workflow across graphic design and high speed print production, reducing reprint errors by 20% through quality control improvements.
- Led consultations with 1,500+ clients, aligning creative direction with business goals and campaign objectives.
- Implemented project tracking systems to streamline orders, monitor inventory, and meet tight deadlines.
- Partnered with community organizations to produce branded visual assets that strengthened local engagement.
- Oversaw budgeting and equipment selection to maximize clarity, print quality, and cost efficiency.

WORK EXPERIENCE (CONTINUED)

CREATIVE DIRECTOR / BRAND STRATEGIST

The Intelligence Group Ltd.

May 2014 - Aug 2023 | Chicago, IL

Notable Clients: B. Coleman Aviation, Feld Entertainment, YMCA, Eastlake Management, Peach's on 47th

- Managed and executed simultaneous projects for 30+ clients using Google Workspace and Adobe tools for collaborative workflow.
 - Facilitated team brainstorms and pitch sessions, translating conceptual themes into full scale campaign assets.
 - Developed and enforced brand guidelines adopted across agency channels, improving consistency and recognition.
 - Reviewed and approved art/copy packages, securing stakeholder sign off and aligning deliverables with KPIs.
 - Supervised content production timelines and vendor coordination to ensure on budget execution and strategic impact.
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FREELANCE GRAPHIC DESIGNER / CREATIVE CONSULTANT

Self Employed

Ongoing | Chicago, IL + Remote

Notable Clients: Love Cork Screw, Culture Media, Digital Vision, Free Spirit Media

- Delivered strategic design solutions for high profile brands, helping clients scale visibility across digital and print platforms.
- Crafted custom brand identities and visual assets—logos, packaging, social graphics, event materials—tailored to each client's audience and goals.
- Managed full creative lifecycles independently, from discovery through execution and revisions.
- Coordinated with marketing and content teams to ensure assets aligned with campaign strategies.
- Provided consulting on visual storytelling and brand cohesion across websites, e commerce, and social media.
- Applied project management best practices using Google Workspace, Zoom, and Trello.

WORK EXPERIENCE (CONTINUED)

VISUAL DESIGNER

West Side United / Rush

Oct 2019 - July 2021 | Chicago, IL

- Created 25+ branded visual pieces for local campaigns, including flyers, decks, digital content, and event displays.
 - Led campaign design for the annual WSU Community Convening, improving turnout and online engagement.
 - Applied agile methods to collaborate with internal and external stakeholders.
 - Produced creative assets for health equity initiatives, social media outreach, and youth media programs.
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AD PRODUCTION MANAGER

The Daily Egyptian (SIUC)

Oct 2012 - May 2014 | Carbondale, IL

- Oversaw design and scheduling for daily newspaper ads, coordinating across editorial and graphic teams.
- Trained and supervised four junior designers, improving workflow efficiency and publication quality.
- Acted as primary liaison for 20+ advertisers, refining ad formats and pricing strategies based on performance analytics.