

# WILL PFEIFER

will\_pfeifer@comcast.net | 815.608.9958 | pfeiferland.com

## GRAPHIC DESIGNER | WRITER | EDITOR | MARKETING COORDINATOR

More than 25 years of experience in graphic design, writing, editing, marketing, social media

## PROFICIENT IN

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere and Acrobat), Microsoft Word, Excel, PowerPoint, Wordpress, Blogger, Facebook, Twitter, and Instagram

## EDUCATION

Kent State University,  
Bachelor of Science  
in Journalism

## REFERENCES

Available upon request.

## GRAPHIC DESIGN

- Designed case studies, white papers, ebooks, ad graphics, infographics, and other visual materials for Adeptia.
- Designed infographics, icons, and other visual elements for Venio Systems.
- Designed graphics and illustrations for sales sheets, PowerPoints, trade show ads and booths, newsletters, posters, and other materials for Data Dimensions.
- Designed the magazine Reach and other visual materials for Rosecrance.
- Designed newspaper pages, graphics, and illustrations for Rockford Register Star and other GateHouse Media publications.

## WRITING/EDITING

- Wrote and edited white papers, case studies, ebooks, and other informational material for Adeptia, as well as advertising copy, blog posts, website content, and press releases.
- Wrote press releases, product briefs, case studies, and other copy for Venio Systems.
- Wrote press releases, advertising and promotional copy, and other material for Data Dimensions, including a weekly blog and quarterly external and internal newsletters.
- Wrote articles and other copy for Rosecrance's quarterly magazine, Reach.
- Wrote weekly movie column for the Rockford Register Star and articles devoted to pop culture, books, and TV; as well as a daily blog.
- Wrote comic book scripts for DC, Marvel, Dark Horse, Valiant, and Dynamite.

## ONLINE

- Wrote copy, conceived visuals, and edited and posted content for Adeptia.com.
- Managed datadimensions.com, including posting stories, creating images, troubleshooting issues, and writing and posting weekly blog.
- Designed, composed and distributed quarterly Data Dimensions online newsletter.
- Managed web page of Rosecrance Health Network, rosecrance.org.
- Supervised social media at Rosecrance, including Facebook and Twitter accounts.

## WORK HISTORY

- Senior Copywriter/Designer, Adeptia, Sept. 2021 to Dec. 2023
- Contractor (Writer/Designer), Venio Systems, Dec. 2020 to Aug. 2021
- Marketing Coordinator, Data Dimensions, Dec. 2013 to Aug. 2020
- Communication Design Specialist, Rosecrance, Aug. 2012 to Sept. 2013
- Design Editor, GateHouse Design House, June 2012 to Aug. 2012
- Delivery Desk Editor, Rockford Register Star, March 2006 to June 2012
- Assistant Features Editor, Rockford Register Star, Nov. 1999 to March 2006
- Assistant Graphics Editor, Rockford Register Star, Jan. 1996 to Nov. 1999
- Graphic Artist, Rockford Register Star, Nov. 1994 to Jan. 1996
- Copy Editor, Rockford Register Star, Jan. 1990 to Nov. 1994