

DARRELL CALLIS BURKS

Senior Marketing Specialist-Design



con·tent
/'käntent/

noun

the things that are held or included
in something

bi·o /'bīō/

Introduction..... 5

Education 5

Contact Info..... 5

ex·per·tise /,ɛkspər'tēz/

Expertise..... 6

Work History..... 7

Software..... 8

Skills 9

port·fo·li·o /pôrt'fōlē,ō/

CLA Magazine Fall 2020..... 11

LGBT Safe Zone Handbook..... 11

Misc. CLA Publications..... 11

Bianca Paige Celebration..... 12

Bingham Cup Nashville 2016 — Rugby..... 12

Outcomes Fall 2020..... 13

TrueBlue Review 2020..... 13

APME Gazette Handout..... 13

Tennessee Teach Back Trifold..... 14

Liberal Arts Banners 14

MTSU Graduation Banners..... 14

Callis Burks Fauz Brewery..... 15

TRAX Times Square Ad..... 15

Trio of Ads 15

ref·er·ence /'ref(ə)rəns/

Personal/Professional References 16

bi·o
/'bīō/

noun

a biography or short biographical
profile of someone

Introduction

Graphics geek that flies that flag proudly, loves design, never tires of learning, and has great customer service skills. Academic background includes emphasis on design and graphics for print and web.

Education

Bachelor of Fine Arts in Graphic Design

Minor emphasis in Book Arts

May 2000

Middle Tennessee State University

Murfreesboro, Tennessee

Contact Info



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www.callisburks.com

ex·per·tise
/,ɛkspər'tēz/

noun

expert skill or knowledge in a particular field

Expertise

- High level of proficiency in graphic tools including but not limited to Adobe Photoshop, Illustrator, and InDesign
- Experience and knowledge of HTML/CSS; Microsoft Word, Power Point, and Publisher; QuarkXpress; Corel Draw; Content Management Systems (CMS); and Ticket/Workflow Systems
- Solid analytical, creative, and communication skills with ability to work in a team environment
- Computer skills on PC and Mac and well versed in both print and digital mediums
- Positive, collaborative, hands-on, and self-driven person that is proactive and a team player.
- Very detail oriented, highly organized, and have the ability to thrive in a fast-paced environment while multi-tasking
- Maintained technical and design knowledge by attending design workshops, reviewing professional publications, and reading design/technology websites to stay on top trends, technologies, and new art techniques

Work History

Senior Marketing Specialist–Design

May 2000 to September 2002, November 2003 to Present

Middle Tennessee State University, Creative Marketing Solutions,
Murfreesboro, Tennessee

Senior Specialist responsibilities:

- coordinating/presenting staff concerns to director and participate in senior-level meetings
- provide training and professional development advice, and help with adoption of new technologies
- working with coordinator to assist with other designers where needed
- filling in for vacancies as well as mentor student interns and staff

Designer responsibilities:

- conceptualize, create, and layout complex graphic designs for posters, advertisements, fliers, calendars, banners, mailers, educational materials, signage, digital media, and brochures
- select photography to be used in assigned projects; worked with photographers to ensure that the composition, colors, and subject matter meet the requirements of the project

Overall responsibilities:

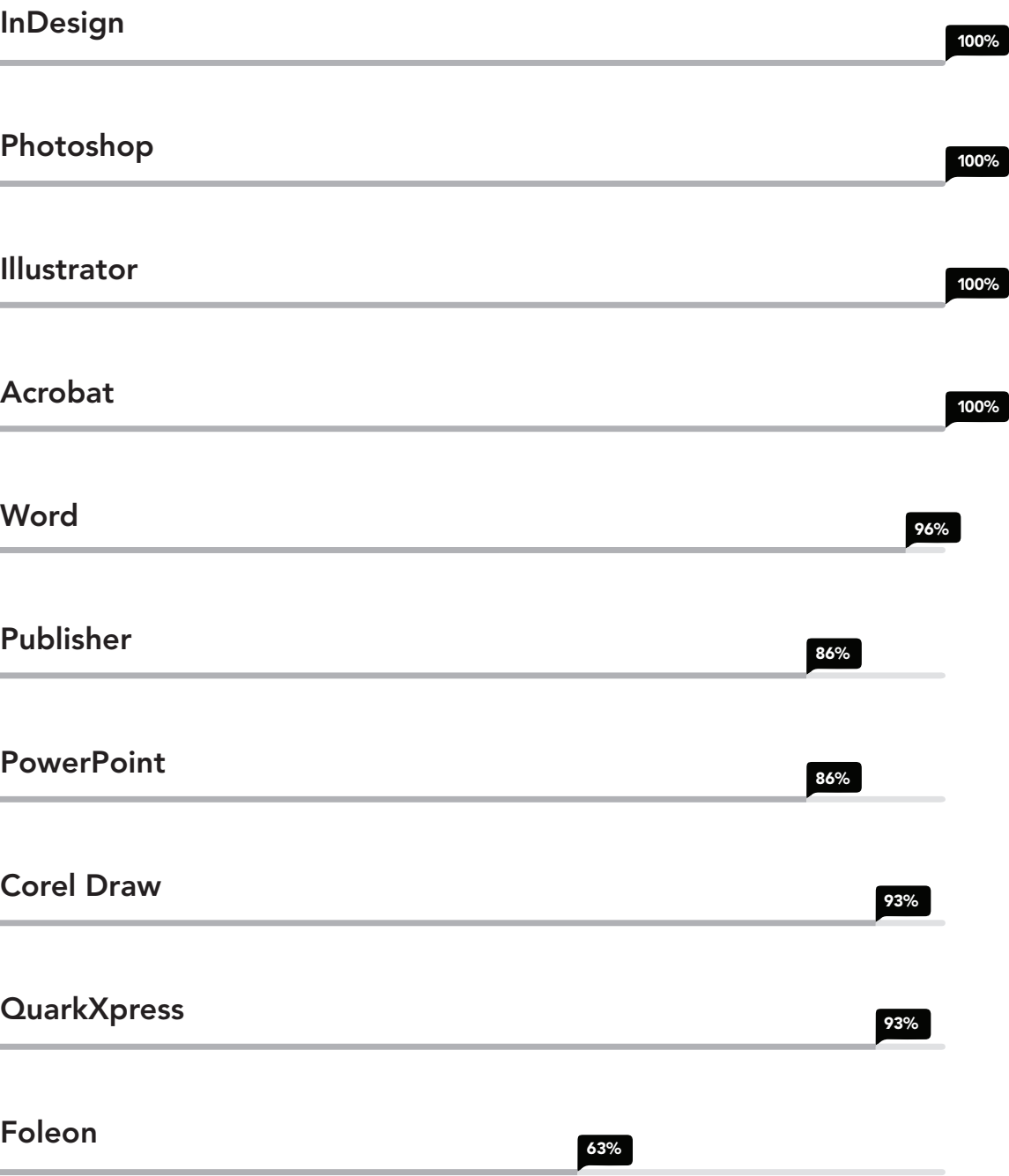
- communicate with printers and external vendors, and attended press checks as needed
- followed through on assignments, demonstrated commitment to getting tasks accomplished, handled small to large multiple projects simultaneously, and managed deadlines to help prioritize multiple projects that allowed for quickly adjusting to changing priorities
- work collaboratively with creative and marketing teams to ensure all design solutions meet deadlines, objectives, and budget parameters
- Helped maintain graphic standards and brand integrity

Freelance Worker

October 2002 to Present

- Created images/graphics for web, personal logos, food packaging labels, and helped nonprofits with design needs
- Utilized website templates to help create websites for businesses and friends

Software



Skills



port·fo·li·o
/pôrt'fōlē,ō/

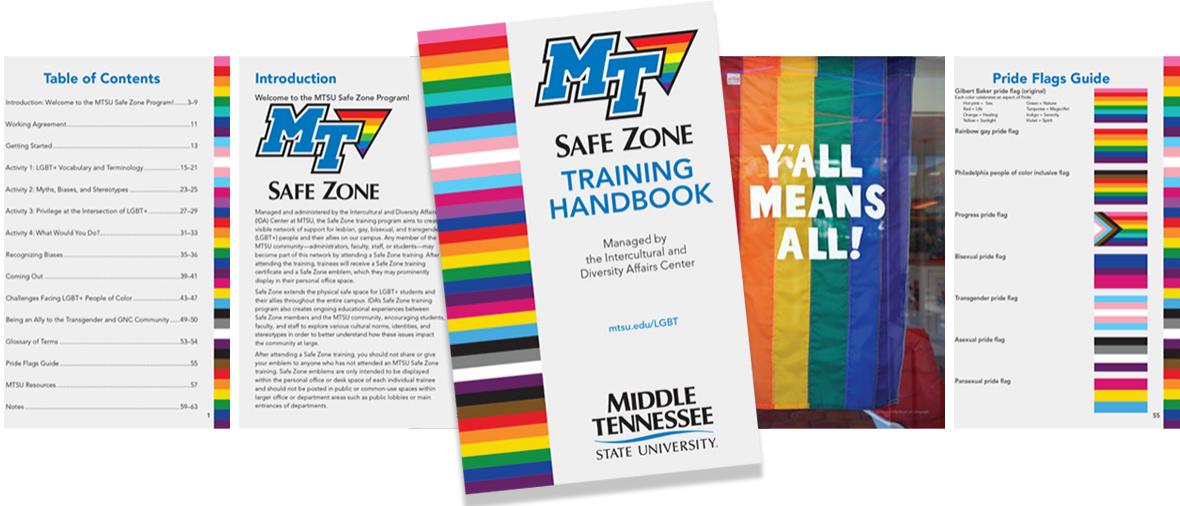
noun

a set of pieces of creative work
collected by someone to display
their skills

CLA Magazine Fall 2022



LGBT Safe Zone Handbook



Misc. CLA Publications



Bianca Paige Celebration



Bingham Cup Nashville 2016 — Rugby



Wittman Group



Outcomes Fall 2020



TABLE OF CONTENTS

- Letter from the Dean
- Letter from the President
- Built for Its Time
- Justice for All
- Room to Grow
- Alumni Challenge
- Top 10 Facts
- Great Places
- School of Nursing
- Department of Health and Human Performance
- Department of Human Sciences



TrueBlue Review 2020



FEBRUARY

True Blue Generosity

Insurance Degree Rank No. 1

MTSU Trailblazers

Shooting Challenge

APRIL

Milk Donation

Still the One

Greek Fundraiser

JUNE

1 for All

FREE SPEECH CENTER

'Music Is Healing'

Virtual Governor's School

Changes at Bookstore

APME Gazette Handout



Journalism's first day starts with panel of Pulitzer Prize winners

By Alex Hubbard

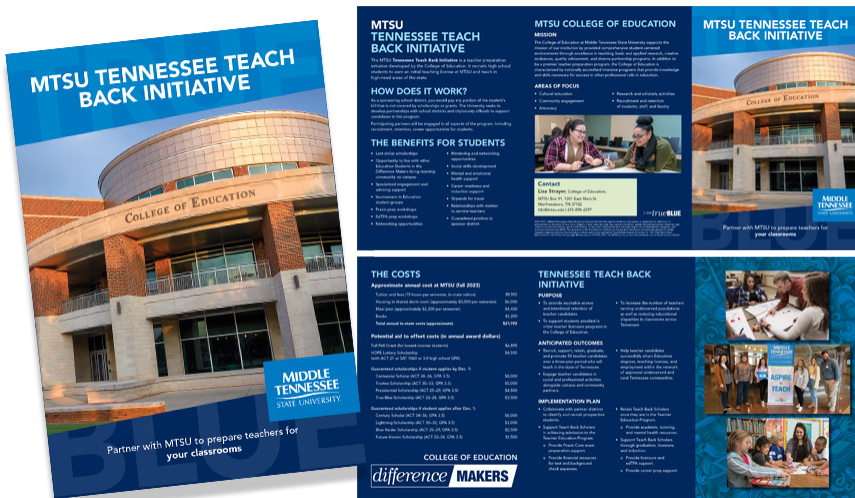
'Newspapers are looking for unique content, and watchdog journalism is a good way to ensure they get it.'

Social media top priority for final day

By Alex Hubbard

'Social media is a double-edged sword. It's a great way to connect with people, but it's also a great way to spread misinformation.'

Tennessee Teach Back Trifold



Liberal Arts Banners



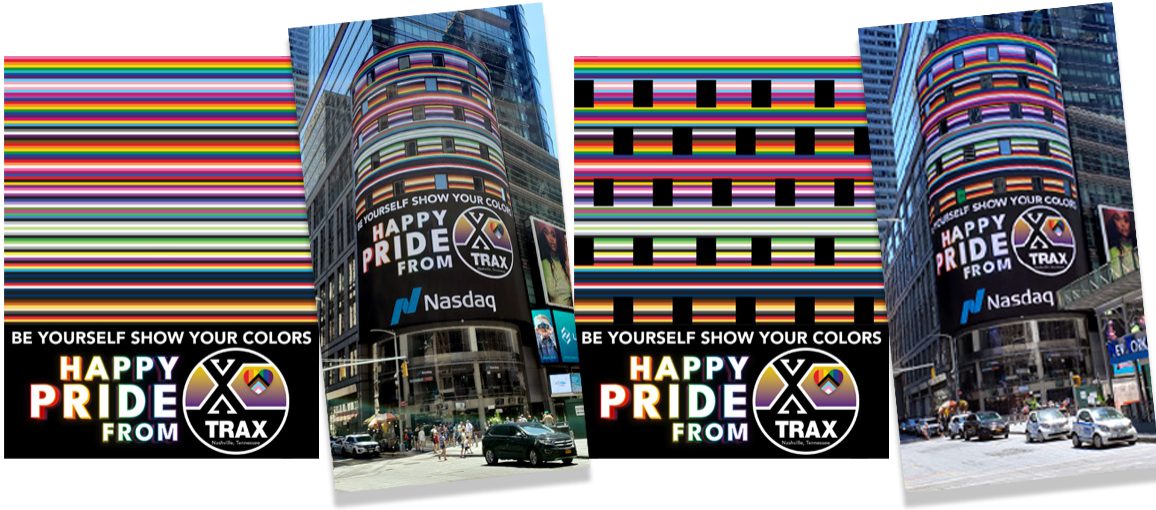
MTSU Graduation Banners



Callis Burks Faux Brewery



TRAX Times Square Ad



Trio of Ads



ref·er·ence

/'ref(ə)rəns/

noun

a person who agrees to testify to someone's ability or reliability

References

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