



blake pertl

Design & Development

(570) 991-0035 • pertl4400@mail.philau.edu • Philadelphia, PA

education

Philadelphia University (Jefferson)
Philadelphia, PA
Expected B.S. May 2018
Philadelphia University Design Institute
Interactive Design and Development
Major w/Specialization in Web Design
Minor in Marketing
GPA: 3.6

activities + awards

Philadelphia University Dean's List,
*Fall 2014, Fall 2015, Spring 2016,
Fall 2016, Spring 2017*

Philadelphia University Fall Athlete
Honor Roll, *2014*

Soccer team, Philadelphia University,
2014 – 2015

Volunteer youth soccer referee, East
Falls Soccer Association, *2015*


abilities + skills

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premier Pro
Adobe Audition
Microsoft Office Suite
HTML and CSS
Basic jQuery and Javascript
Wordpress
Photography
Typography
Drawing

interests

Hiking
Ice Hockey
Skiing
Soccer

online profiles

 behance.net/bpertl9

 linkedin.com/in/blakepertl

 www.blakepertl.com

experience

Graphic Design & Marketing Coordinator PUNCH Media

Philadelphia, PA, September 2016 – Present

With PUNCH Media, I handle numerous graphic design, web design and marketing responsibilities. As the Graphic Design & Marketing coordinator I am in charge of all in-house graphic design, producing projects such as social media event flyers and invitations, animated GIFs, email newsletters, and event banners/graphics. Every month I create and design newsletters for clients such as Bluebird Distilling, Devil's Den, Henry A. Davidsen, and SkyPhiladelphia that are emailed out to thousands of contacts. For our firm, every month I curate a monthly newsletter of all of the clients we work with, called the PUNCH List. For the PUNCH List I have the responsibilities of designing the newsletter, writing the copy, and marketing the newsletter out to thousands of contacts including national media publications. Another one of my responsibilities at PUNCH Media is to maintain and update the company website using Wordpress.

Graphic Design Intern

Philadelphia Union (Major League Soccer)

Philadelphia, PA, May 2016 – August 2016

Created a concept and designed a commemorative game poster to be sold at the specific game. Designed and directed multiple digital projects for the team's social media accounts. Assisted with the team rebranding by providing new pantone options for the team's color scheme and presenting the new colors to the front office. Designed a logo and a shirt for the team's Pub Crawl event, which was sold at the event. Created a layout, drew images, and created graphs for the Philadelphia Union Foundation's yearly brochure. Developed a concept and designed game ads to be advertised on billboards throughout Philadelphia. Volunteered at various events including a camp at the Boys and Girls Club.

Director of Soccer Operations

Jefferson Rams Mens Soccer

Philadelphia, PA, March 2017 – Present

For the Jefferson Rams collegiate mens soccer team I handle the responsibilities of the team's social media profiles, graphic design, video production. My primary responsibility is to help with the team's recruiting by designing email-marketing pieces and other graphic materials that are sent to prospective student athletes.

Freelance Graphic Design, Web Design & Marketing

Blake Pertl Design & Development

2015 – Present

For the University of Wisconsin's Sports Business Club I designed three different logos for use online and for branding their club with print materials and clothing.

Designed a set of six icons for a client to be printed onto shirts. Redesigned a vintage basketball logo to match a company's brand, Kingswood Clothing Co., to be printed onto shirts, stickers, and other accessories.

Designed a logo and wordmark for Lease Back Capital Partners.

Programming Intern

Berkshire Hathaway GUARD

Wilkes-Barre, PA, 2015 – 2016

Created an icon font, including a style sheet, to be used throughout the development of a website. Developed a progress bar using HTML, CSS, and jQuery functions. Stylized a website to fit the Pappas style guide provided using HTML and CSS.

Communications & Media Intern

Berkshire Hathaway GUARD

Wilkes-Barre, PA, Summer 2015

Wrote and designed online articles that were published on the company's website to be viewed by employees. Designed work environment signage for clients to post in their places of business for the safety of their employees. Assisted in designing ads to being published in magazines around the country.