

# JOHN MICHAEL BULLARD

## MARKETING DIRECTOR & GRAPHIC DESIGNER

### CONTACT



PHONE  
901.229.4749



EMAIL  
mike@bullard.rocks



PORTFOLIO  
mike.bullard.rocks



ADDRESS  
220 N. Highland Street, Memphis, TN 38111



### EXPERIENCE

#### PRESBYTERIAN DAY SCHOOL

GRAPHIC DESIGNER/MARKETING DIRECTOR  
2012-present

As graphic designer for PDS, I develop print publications and external communication documents including all admission-related materials. Additionally, I work as the marketing director, building and implementing a comprehensive marketing plan which includes search engine optimization and content marketing.

#### MEMPHISPORT MAGAZINE

OWNER/PUBLISHER  
2006-2012

After building this Memphis-based magazine/radio/web sports media outlet from the ground up, I worked all aspects of the media business for 6 years. Responsibilities included print estimating, complete magazine and web graphic design, as well as advertising sales, and procurement of all editorial content on a monthly basis.

#### FPE RETAIL, INC.

ASSISTANT TO THE DIRECTOR OF MARKETING  
2005-2006

Assisted in creation and implementation of marketing plans across a nationwide chain of over 150 custom framing shops including BA Framers, Corners, Garden Ridge, AC Moore, and The Great Indoors. Handled procurement and design of all advertising materials for all five brands as well as numerous internal documents and handbooks.

### EDUCATION

SOUTHWEST TENNESSEE  
COMMUNITY COLLEGE  
2003-2005  
Department of Graphic Arts

UNIVERSITY OF MEMPHIS  
2000-2002  
Department of Art

### REFERENCES

#### LEE BURNS

Headmaster  
McCallie School, Chattanooga, TN  
423.493-5600  
lburns@mccallie.org

#### WINSTON BACCUS

Director of Communication  
Presbyterian Day School, Memphis, TN  
901.842.4614  
wbaccus@pdsmemphis.org

### SKILLS

