



MICHAEL COFFING

MULTIMEDIA DESIGNER

CONTACT



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EDUCATION

EASTERN NEW MEXICO UNIVERSITY

Graphic Design 2007

- Bachelor of Fine Arts, Graphic Design
- Minor, Computer Graphics Animation
- Magna Cum Laude

CORNISH COLLEGE OF THE ARTS

Kadenze Certificate 2015

- Introduction to Graphic Illustration

REFERENCES

SEAN SCOTT *Managing Director*

Global Real Estate Advisors (GREA)
972.996.6233 | sean.scott@grea.com

ABBY HOLLISTER *Partner*

The Rational Heart
505.259.9886 | abby@therationalheart.com

TOM GARRITY *President/Founder*

The Garrity Group
505.898.8689 | tom@garritypr.com

ABOUT ME

Experienced Marketing & Proposal Coordinator with a proven track record of producing over 75 high-quality architectural and engineering proposals for public and private sector clients. Skilled in coordinating multi-disciplinary teams, developing compelling content, and ensuring compliance with RFP/RFQ requirements under tight deadlines. Adept at creating visually engaging, brand-aligned deliverables that highlight technical expertise and drive project wins. Other multimedia projects include programmed Christmas light shows, motion graphics/animation, wedding cakes, landscape murals, award-winning pumpkin carvings, and functional parametric office chair crafted with a desktop laser cutting machine. Discover work and project examples in my digital portfolio at <https://mcoffing.wixsite.com/portfolio>.

EXPERIENCE

HUITT-ZOLLARS *Marketing BD Coordinator*

2024 - Present

Proposal and Qualifications Management: Lead the end-to-end process of preparing and submitting 25 proposals and qualifications packages, including Statements of Qualifications (SOQs) ensuring alignment with client requirements and firm capabilities.

DEKKER *Marketing + Graphics Coordinator*

2021 - 2024

Managed the creation and submission of 50 architectural and engineering proposals, generating over \$27 million in awarded projects. Developed motion graphics for public videos, presentations, and social media, enhancing visual communication. Produced/animated videos that delivered actionable insights into graphic design best practices.

EXHIB-IT! *Director of Multimedia*

2020 - 2021

Led the creative team and fostered a collaborative environment which encouraged team growth and development, resulting in improved workflows and enhanced creative output. Actively engaged with clients to understand their needs, providing expert guidance and delivering impactful design solutions that drove business results.

ABQGRAFIX *Director of Creative Services*

2019 - 2020

Developed innovative design solutions and branding strategies for diverse clients. Managed multiple projects from conception to completion, ensuring alignment with client objectives and brand identity. Oversaw the creation of engaging marketing materials, including print and digital assets, while maintaining high quality and creativity.

AMERITEST

Associate Art Director

2018 - 2019

Promoted to lead the Art Department in creating company-wide branded materials, layouts, promotional designs, and consistent brand identity. Leveraged design expertise to enhance top-level client reports, presentations, and webinars with high recall and attention-getting visuals.

Graphic Designer/Data Visualizer

2008 - 2018

Created compelling visuals, image manipulations, unique icons, and motion graphics. Transformed report data into cohesive visuals offering actionable insights for clients and sales prospects. Reverse-engineered finished film ads by sketching and producing animatic videos for surveys.

SKILLS

ADOBE CREATIVE CLOUD

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PREMIERE PRO

AFTER EFFECTS

MICROSOFT OFFICE 365

BLUEBEAM REVU