



616.901.1376 | bidwelljack11@gmail.com | Bidwellhq.com

Education

Grand Valley State University | BS Advertising & Public Relations

Minor In Studio Art | Jun 2026

Relevant Coursework:

Advertising Management, Copywriting, Media Planning, Campaigns,
PR Writing, Digital Data & Design and Advertising Research

Kent Career Technical Center

Graphic Design & Print Production

Work Experience

Spider Marketing Group | Graphic Design and Copywriter

Feb 2026 - Present

- Design marketing materials, and branded assets for clients across multiple industries
- Write, edit and optimize SEO-focused website content, aligned with client brand voice
- Conduct website audits evaluating SEO, page content, and user experience.
- Research industries, competitors and search trends to support content strategy
- Perform content quality assurance and optimization to improve accuracy, consistency, search performance, and user experience

Copy & Print Associate | Staples | Kentwood & Holland, MI | Feb 2023 to Nov 2025

Print & Tech Services | Office Max | Kentwood, MI | Mar 2022 to Oct 2023

- Act as creative consultant, translating client requests into clear, actionable solutions
- Provide visual direction on layout, hierarchy, sizing and messaging
- Redesign client-provided artwork, improving readability and professional polish
- Troubleshoot issues with misformatted files and machine malfunctions to keep schedule
- Manage high-volume workflows while maintaining accuracy and client communication
- Build repeat client relationships through dependable execution and polished deliverables
- Design and produce branded content including posters, signage, business cards, brochures and event materials with consistent color accuracy

Skills

CREATIVE & CONCEPTING

Campaign creation, copywriting fundamentals, visual storytelling, mood boards, concept pitches, art direction

DESIGN & PRODUCTION

Adobe Photoshop (Certified), Illustrator, InDesign, Typography, Layout, Digital Illustration, Photo Retouching, Video Editing (Premiere, After Effects)

BRAND & DIGITAL

Brand identity, social content creation, content strategy, digital marketing basics, SEO fundamentals, presentation design

STRATEGY & COLLABORATION

Client communication, cross-team collaboration, problem-solving, project management, workflow optimization