CHAD FRENTZ

GRAPHIC & WEB DESIGN | DIGITAL COMMUNICATIONS | PROJECT COORDINATION

Regina, SK | 306-570-1558 | chadfrentz@gmail.com | chadfrentz.ca

PROFILE

Graphic and web design professional with 15+ years of experience in WordPress websites, visual communications, digital content and client project management. Experienced in translating organizational goals and client needs into effective websites, print materials, digital campaigns and branded communications.

Longstanding involvement with Free Methodist ministries, including nine years of board service for Arlington Beach Camp, as well as ongoing website, graphic design and communications support for Northview Community Church.

DESIGN & DIGITAL SKILLS

Web: WordPress, website content management, responsive web design, basic HTML/CSS, some experience with Elementor, Divi, WPBakery, Beaver Builder etc.

Design: Adobe Photoshop, Acrobat, Affinity Designer/Publisher, graphic design, typography, layout, branding, print and digital production, basic vector illustration

Digital Communications: Social media content, campaign planning, digital advertising, blogging, web graphics, Google Ads creative, SEO, Google Analytics

Multimedia: Photography and photo editing; basic video editing using iMovie, including sequencing, transitions and audio overlays

Project & Creative Direction: Client discovery, creative briefs, design rationale presentations as well as designer/developer coordination, design review and iterations, project management, content organization and implementation

PROFESSIONAL EXPERIENCE

STARTUP FOUNDER
Get Up Get Down Inc. — Regina, SK | 2023–2024

Developed a new business concept from initial planning through brand development, fundraising and launch preparation, pursuing the venture full-time beginning in 2023

- Developed the brand identity, visual communications and business plan for the venture

- Created business plan, promotional graphics, digital content and social media communications supporting the brand
- Established and managed the venture's Instagram presence, creating original content and growing the account to more than 400 followers in approximately one year

CO-OWNER & OPERATIONS MANAGER / PROJECT COORDINATOR
Omnilogic Online Inc. — Regina, SK | 2014–2023

Co-owned and operated a Regina-based web design agency, managing website, design and digital communications projects from client discovery through creative development and implementation

- Interviewed clients to identify business goals, web audience, content requirements and design priorities, translating these into detailed creative briefs
- Coordinated professional designers and developers, reviewing work for quality, usability and alignment with project requirements and directing revisions where needed
- Implemented and maintained WordPress websites, working with client content, imagery, page layouts and site functionality
- Planned and coordinated digital and social media campaigns, including campaign strategy, timelines, budgets and creative materials
- Created digital advertising, social media graphics, blog graphics, website assets and other promotional materials
- Managed Omnilogic's Instagram and Twitter presence and maintained the company's online portfolio of projects, including project summaries and visual presentations
- Worked with SEO, Google Analytics and website performance information to support client websites and digital campaigns
- Managed multiple concurrent projects, coordinating clients, designers, developers and outside service providers from intake through completion

WEB DESIGNER
Omnilogic Online Inc. — Regina, SK | 2009–2013

Designed, built and maintained client websites and produced supporting visual communications for businesses and organizations

- Designed and built WordPress websites, including implementation using the Genesis framework, other themes as well as straight HTML/CSS
- Created website layouts, mockups, graphics and supporting visual elements using Adobe Photoshop and other design tools
- Prepared online advertising assets in multiple formats for web and Google advertising campaigns
- Worked directly with clients to identify communication goals, organize content and translate their needs into practical, visual and web solutions

MINISTRY & COMMUNITY EXPERIENCE

NORTHVIEW COMMUNITY CHURCH — Regina, SK
Web/Communications Volunteer & Committee Member | 2017–Present

- Closely involved in the creation of Northview's current WordPress website through Omnilogic, coordinating the project with professional design and development support
- Continue to maintain and update the church's WordPress website on a weekly basis
- Design brochures and promotional materials supporting church outreach and community events
- Currently serve on Truth & Reconciliation as well as Sexual Conduct committees, teach Northview kids regularly, previously served on Audio/Visual team and Nomination Committee

ARLINGTON BEACH CAMP — Arlington Beach, SK
Board Member & Communications/Technology Volunteer | 2014–2023

- Served for nine years on the board of the Arlington Beach Camp and Conference Centre, with particular involvement in technology and digital communications
- Closely involved in the creation of the camp's past two websites, working with professional design and development support, and contributed to their ongoing maintenance
- Produced brochures, camp booklets and other print and digital communications materials
- Provided ongoing technology, website and communications support to the camp and its ministry

EDUCATION

Certificate — New Media Communications
SIAST / Saskatchewan Polytechnic

Master of Arts — Religion
Canadian Theological Seminary

Diploma — Business Administration
(Marketing focus)
Okanagan College

Bachelor of Arts — PPE
(Political Science, Philosophy & Economics)
Okanagan University College

REFERENCES

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