

## CREATIVE DIRECTING ~ MARKETING ~ ADVERTISING WEB DEVELOPMENT ~ GRAPHIC DESIGN ~ UX/UI DESIGN

15 Years Experience

Seasoned managing director of diverse teams with a record of accomplishments in deadline driven environments. Highly resourceful self-starter in creative directing and project management. Solid work history of directing a wide range of creative projects while working under pressure. Design experience in graphic, web, and app development.

### — MANAGEMENT —

- ✓ Client Relations & Retention
- ✓ Business Operations
- ✓ Both B2B & B2C Projects
- ✓ Brand Reputation
- ✓ Corporate Websites

### — DEVELOPMENT —

- ✓ Vast E-commerce Experience
- ✓ Responsive/Adaptive Design
- ✓ Web & Graphic Design
- ✓ UX Design & UI Design
- ✓ Front End Architecture

### — ADVERTISING —

- ✓ Strategic Marketing Campaigns
- ✓ Trade Show Management
- ✓ Email Marketing Campaigns
- ✓ Presentation Design & Delivery
- ✓ Social Media Campaigns

### — TECHNICAL SKILLS —

HTML, CSS, JavaScript/jQuery,  
Bootstrap, Adobe Creative Suite,  
Microsoft Office, Apple iWork

### — EDUCATION —

#### CERTIFICATE OF MARKETING STRATEGY

Cornell University - Sept 2012

#### BACHELOR OF ARTS in Visual Communications

Collins College - May 2007

Graduated Salutatorian

### — PROFESSIONAL EXPERIENCE —

#### FRONT END WEB DESIGNER

Retailer Web Services (RWS)

Oct 2012 - Present

#### FRONT END WEB DESIGNER ~ March 2013 - Present

- **"Record Number of Completed Websites"** – Design Dept. 2016.
- **"Record Number of Top Tier Websites"** – Design Dept. 2016.
- **Most successful year ever at website sales** as a designer in 2016.
- **In a team of 7, received 95% of all customer feedback**, 100% 5-star ratings for overall customer satisfaction.
- **Continuous professional development** through online training and certifications. Majority of completed courses in the department.

#### WEB DEVELOPER ~ October 2012 – February 2013

- **Quickly thrived and was promoted within first 3 months** from a graphic designer to a web developer.
- **Self-taught front end development and UX/UI**. As a result, I was the only member of the web development team retained when All Your Retail (AYR) was acquired by RWS.

#### CREATIVE DIRECTOR

A Social Company

May 2011 - Oct 2012

#### ART DEPARTMENT MANAGER

Target Media Partners

Sept 2007 - July 2012

#### SENIOR GRAPHIC DESIGNER

The Greensheet

Mar 2006 - Sept 2007

#### SENIOR PROJECT DIRECTOR

Xpress Print and Mail

July 2005 - Mar 2006

#### SENIOR PRODUCTION MANAGER

FedEx Office (Kinko's)

Sept 2002 - July 2005

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