

Creative with experience in Print and Web and experience in Marketing and Technology. Just as comfortable leading a brainstorming session, critique or strategy meeting as coding or working in the shell. Enthusiastic with a love for collaboration, innovation, and smart, thoughtful design.

EXPERIENCE

Creative Director and Director of Marketing for HD Publishing Group in DeLand, Florida

March 2006 to January 2011

Directed creative process and design and development of branding and online applications and campaigns.

- Worked with CEO and Steering Committee to develop Marketing and Brand Strategy
- Initiated updating of brand creative resulting in increased conversion up to 50%
- Developed seasonal campaign strategy that increased conversion by average of 25%
- Developed branding and interface design of online applications
- Directed and coordinated development with vendors and internal teams within budget and on time
- Introduced Style Guides for brands and developed requirements for cross-browser compatibility
- Developed web applications with focus on user experience, accessibility, and W3C standards
- Developed and directed design of online campaigns including landing page, email, and banner creative

Freelance/Contract Graphic and Web Design in Orlando, Florida

November 2005 to April 2006

Worked with Advertising firms, local businesses, and Fortune 500 company SAIC on a regular, contract basis.

Senior Graphic Designer for Silver Moon Concepts in Winter Park, Florida

April 2005 to October 2005

Increased effectiveness of advertising to target demographics and designed valuable additions to product lines.

- Worked with national brands like Elvis Presley
- Developed and designed new product concepts for belt buckle line
- Developed and designed advertisements for national trade magazines and catalogs
- Photographed products and retouched photos for product catalogs

Senior Graphic Designer and Web Developer for Relative Workshop in DeLand, Florida

February 2000 to August 2004

Developed Creative Department, created online presence and developed online ordering and order tracking system.

- Developed and architected online ordering and internal order tracking system using LAMP
- Designed all Marketing collateral including advertisements in international magazines
- Updated branding and creative for all products and online presence
- Certified as ISO9000 Internal Auditor and appointed ISO Document Control Leader

Product Coordinator & Contributing Graphic Artist for Buzz Magazine in Orlando, Florida

March 1997 to September 1997

Coordinated all aspects of publication production, designed advertisements, layout and covers.

- Worked directly with Editor In Chief to storyboard issues and develop cover art
- Coordinated and designed final layout of all spreads
- Coordinated interviews with musicians for staff writers
- Researched and created event calendar for each issue

SKILLS

- Adobe – Photoshop, Illustrator, Acrobat, DreamWeaver
- Microsoft Office including PowerPoint
- Web – HTML/XHTML/CSS, JavaScript, Prototype
- Email – Lyris, Eloqua
- Project Management – BaseCamp, dotProject, MS Project
- CMS/Blog – WebGUI, Wordpress
- Google – Website Optimizer, Analytics, Adwords
- Dev – PHP, MySQL, SFTP, SSH, VPN, SVN