

JESS CARPENTER

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Creative, passionate and deadline-oriented with 15 years of design experience in the custom programming and pharmaceutical advertising industries with a talent for SEO and online marketing and team management. Possess first-rate interpersonal skills, consistently fostering better team performance, strengthening client relationships and developing new business. Firmly committed to providing quality results and the highest level of client satisfaction.

- ◆ Site / User Interface Creation
- ◆ Budget / Timeline Planning
- ◆ Sales Presentations
- ◆ Leading and Building Cross-Discipline Teams
- ◆ Project Management
- ◆ Site SEO / Campaigns
- ◆ Public Speaking
- ◆ Client Relations
- ◆ Team Leader / Player
- ◆ Problem Solving
- ◆ Brand Strategy

Professional Experience and Highlights

Cambria Corporation - Ardmore, PA - Art Director / SEO Dept / Sales 2006 - 2010

Manage all aspects of the design department and main contact for customer service: contacting leads, preparing proposals, estimating quotes and managing designers. Delivered client concepts and presentations as well as gather clients ideas / feedback then presented information to the programming and design staff. Regularly review and direct design team, regarding design quality, strategic effectiveness, and adherence to overall brand style and client expectations. All while Navigating the Time zone issues of having US clients and a staff of Designers and Programmers in Makati.

- Built my design department from 1 to 4 fulltime designers and 4 freelance designers.
- Instituted the design departments processes for information gathering from clients as well as a consistent client presentation format.
- Established a client communications format from Presales thru completion of project including mandatory weekly project updates for clients.
- Generated an increase in sales through introducing new technologies and services my department can offer such as Word Press development and Search Engine Optimization.
- Increased, sales from current clients thought customer relations and better communications.

KOOLNONSENSE LLC - Philadelphia, PA - Freelance Designer 2004 – 2006

Consulted with advertising department and small business clients. Wrote bids/quotes/contracts and ran day-to-day business activities like client calls and client meetings. Managed freelance designers and programmers for multiple independent projects as well as presented design concepts and gathering of feedback.

- Worked as a production artist / layout designer for clients including Avenue A Razorfish, Insight Health Systems, Cadient Group, Saband Technologies, and Visualize Technologies on an independent / freelance basis.
- Ran seminars for small businesses to explain how branding and the internet work as a viable marketing avenue as well as explained Search Engine Optimization and Social Media to older small business owners.

INTERMEDIA INTERACTIVE / CADIENT GROUP- Conshohocken, PA 2000 - 2004
Interactive Designer with Cadiant Group

Designed Layouts and prepared assets for our team of developers based in India. Managed the implementation of design graphics for intranet platforms, attended client meeting and presentations, worked with Project Managers and Programmers to ensure the Intranet platform purchased through the acquisition was held to its standards. Created banner ads, branded email layouts and production designs for the in-house design department.

- Navigated Cadent Group's acquisition of Intermedia and handled all platform graphics for Saband Technologies intranet product we developed without any down time or interruption with our deadlines.
- Generated layouts for websites and email campaigns for: Zomeg, Symbicort, Astra Zeneca, Nexium, Levitra, Medizine & Healthy Living magazines, Remedy, Seroquel, Elmiron.
- Developed and instituted a graphical template system to be used for intranet platform increasing flexibility in branding and graphical updates.

Intermedia Assistant Art Director

Designed, developing and maintaining websites for several pharmaceutical clients such as (Astra Zeneca, Pfizer, Pharmacia, Zimmer) Led initial design and layout of graphics/text, liaised with clients; made technical recommendations based upon individual needs. Checked products on variety of platforms / browsers ensuring quality, identified/resolved issues through debugging; uploaded/maintained projects. Kept projects under budget, improved communication: created change approval / tracking process showing updated site under development, logged requests for changes, automatically sent order form listing additional charges.

- Navigated and tested an array of 3D rich media platforms to create VRML chat rooms, Presales demos and interactive CDs for pharmaceutical intra and extranet platforms.
- Increased profits: developed graphics template/process for telecommunications platform designed to be re-skinned, sold repeatedly.
- Formed / managed teams of developers located in India: supervised/reviewed assignments, ensuring correct use of graphical elements/layouts; documented graphics placement, use, name convention; setup delivery structure, trained Graphics Department on processes.
- Constructed site architecture to support design/functionality; implemented coding/scripting, achieving desired appearance.

Other Experience

RADIUS COMMUNICATIONS - West Chester, PA

Multimedia Producer / Animator

INDEPENDENT CONTRACTOR - Philadelphia, PA

Multimedia Artist

THE PRODUCTION HOUSE INCORPORATED - Philadelphia, PA

Background / Layout Artist

Computer Skills

Software: Dreamweaver CS4, Adobe Photoshop CS4, Word Press, AXURE
OS: PC, Mac, iPad

Education

UNIVERSITY OF SAN FRANCISCO

Certificate in Search Engine Marketing and Usability, 2009

ART INSTITUTE OF PHILADELPHIA - Philadelphia, PA

Degree in Specialized Technology with Honors, Major in Animation/Media Arts, 1996 GPA 3.9