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# Experience

Pinnacle Advertising, Senior Web Developer; Schaumburg, IL — 09/2017 - 05/2024

* Oversaw website and ecommerce management, implementing customized solutions to boost clients' digital marketing ROI, including web design projects for Honda and online vide ads for WeatherTech.
* Managed email campaigns, designed display and rich media banners, and led development of web projects to support overall marketing strategies.
* Developed and maintained responsive websites and web applications using HTML, CSS, JavaScript, and PHP for optimal user experience and engagement.
* Enhanced corporate productivity through internal solutions, using Google Tag Manager and Google Analytics for tracking events and measuring conversions.
* Set up Facebook catalogs and Google Merchant Center for dynamic ads, optimized SEO, and improved UX/UI design.

Advocate Health Care, Senior Web and Multimedia Developer; Park Ridge, IL — 09/2015 - 05/2017

* Lead the creative process from ideation to execution, creating engaging multimedia content and responsive websites.
* Develop and maintain responsive websites and web applications using HTML, CSS, JavaScript, and PHP.
* Analyze engagement metrics to inform design and content strategies.
* Oversee the production of high-quality visual and interactive content.
* Manage a team of designers and developers, ensuring timely project completion.

Garvey’s Office Products, Digital Director; Niles, IL — 12/2014 - 09/2015

* Develop and maintain responsive websites and web applications using HTML, CSS, JavaScript, and PHP.
* Produce online video content to enhance brand visibility and engagement.
* Collaborate with C-suite executives to craft visual narratives that enhance brand recognition and loyalty.
* Lead the redesign of the company’s website, improving UX/UI and overall performance.
* Analyze digital campaign performance to optimize future marketing efforts.

Rocklin Irving Marketing Solutions, Senior Web Developer; Lincolnwood, IL — 11/2012 - 12/2014

* Develop and maintain responsive websites and web applications using HTML, CSS, JavaScript, and PHP.
* Collaborate with automotive CMS vendors like Dealer eProcess andDealer.com.
* Manage both front-end and back-end tasks, including UI/UX design, database architecture, server configuration, and API integration.
* Lead a team of developers to deliver high-quality web solutions.
* Implement SEO best practices to improve website visibility and traffic.

Roscor Corporation, Art & Advertising Director; Mount Prospect, IL — 11/2007 - 11/2012

* Designed and produced magazine ads, print banners, and trade show displays, ensuring brand alignment and high-quality visuals for promotional events.
* Created engaging promotional and instructional videos to support product marketing and user education, enhancing brand awareness and customer experience.
* Managed web development and maintenance for three corporate websites, handling both front-end updates and technical upkeep to maintain a consistent online presence.

Platinum Graphics, Senior Graphic Design/Web Developer; Park Ridge, IL — 07/2000 - 09/2007

* Designed and produced magazine ads, print banners, and trade show displays, ensuring brand alignment and high-quality visuals for promotional events.
* Created engaging promotional and instructional videos to support product marketing and user education, enhancing brand awareness and customer experience.
* Managed web development and maintenance for three corporate websites, handling both front-end updates and technical upkeep to maintain a consistent online presence.

Art Director Service, Graphic Designer; Glenview, IL — 05/1997 - 07/2000

* Developed engaging and visually consistent package designs for Kraft Food and Post Consumer Brands, ensuring adherence to brand guidelines and consumer appeal.
* Utilized Adobe Illustrator and Photoshop to create high-quality design assets, including illustrations, typography, and color palettes, enhancing shelf presence and brand recognition.
* Collaborated with cross-functional teams to review design specifications, incorporate feedback, and meet tight production deadlines.

MBA Graphics, Graphic Designer; Schaumburg, IL — 09/1995 - 05/1997

* Designed and produced high-quality catalogs for Home Depot, incorporating product photography, layout design, and branding to drive customer engagement.
* Conducted in-studio photography sessions, capturing detailed product images and preparing them for layout integration and retouching in Adobe Photoshop.
* Utilized Adobe Photoshop, Illustrator, and QuarkXPress to execute precise layout designs, balancing visual appeal with clear product information and brand consistency.

Woburn Photography, Photographer; Harwood Heights — 08/1993 - 09/1995

* Executed high-quality catalog photography for major clients like Michaels and JC Penney, ensuring products were captured with precision to meet brand standards.
* Coordinated with stylists and set designers to create visually appealing layouts that enhanced product presentation and aligned with each client's aesthetic.
* Managed lighting, composition, and post-editing processes to produce polished, ready-for-print images that resonated with retail audiences.Education

Triton College, River Grove, IL — Associates in Applied Science, 1995

# Skills

Web Design, Print Design, Motion Graphics, Audio/VideoEditing, JavaScript, HTML/CSS, PHP, MYSQL, jQuery, Bootstrap, WordPress, Drupal, Joomla, SharePoint, Wix, Squarespace, Shopify, Google Analytics, Google Tag Manager, Project Management, SEO, Social Media, Website Management, ecommerce, UX/UI Design.