

BRENT JONES

Digital Designer

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EXPERIENCE: ENFATICO

September 2008 – Present

Digital Creative – Dell Small Medium Business

- Design static and animated Flash banners for global online campaigns
- Design e-mail for Dell Small and Medium Business

Art Director – Dell Consumer E-mail

- Lead e-mail designer for Dell's U.S. consumer business and Alienware
- Managed an offshore team to facilitate design production
- Worked closely with clients and partners to create e-mail campaigns for product launches
- Developed a dynamic e-mail template system to streamline production for recurring e-mails

NEW MEDIA GATEWAY

November 2006 – June 2008

Search Engine Analyst

- Managed relationships with a number of clients while working jointly with members of the search engine marketing (SEM) team
- Managed monthly campaign budgets and lead Internet marketing plans that include pay-per-click advertising, search engine optimization (SEO) and e-mail campaigns
- Implemented and monitored client Web analytics, as well as provided custom reports for identifying opportunities to increase Web site efficiencies
- Developed client on-site search engine optimization that includes Web site development, strategy and ethical SEO techniques
- Analyzed client's historical data, site structure, perform competition and rank reporting and market keyword research

Interactive Designer

- Coded numerous search engine-friendly, cross-browser compatible Web sites in XHTML with CSS and JavaScript
- Created interactive Flash presentations synched with digital video, audio and voice-overs for deployment online and offline via CD/DVD
- Designed and coded custom e-mail templates to render consistently across major e-mail clients for use in mass e-mail marketing campaigns
- Instructed and mentored junior designers in basic XHTML and CSS

SPROCKET DATA

January 2005 – November 2006

Web Designer

- Worked one on one with clients to design and develop their Web sites with a focus on cross-browser compatibility and accessibility standards
- Created osCommerce Web sites using XHTML, CSS, JavaScript, PHP and Flash
- Managed Web site development projects from start to finish by organizing the efforts of a development team, as well as overseeing client communication

SKILLS:

- Advanced knowledge of Adobe Creative Suite, Microsoft Office, Microsoft Windows, Mac OS X
- Google AdWords Certified with advanced knowledge of SEO techniques, and proficient with Google AdWords, Google AdWords Editor, Advanced Web Rankings, Microsoft adCenter, Yahoo Search Marketing, Wordtracker and Keyword Discovery
- Proficient in coding with XHTML, CSS, JavaScript and Action Script

EDUCATION:

AAS, Multimedia & Web Design, Art Institute of Dallas, Dallas, TX
AA, Associate of Arts, Collin County Community College, Plano, TX

December 2005
August 2003