

Paul Fennell

web and graphic
design professional

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PROFESSIONAL EXPERIENCE

Web & Graphic Design Manager

GSM Marketing | 2015 - Current

- Responsible for overseeing and managing all client projects including website designs, logos, email designs, print collateral, and other various marketing elements
- Design, develop, test, maintain, and coordinate with IT manager on over thirty-five client websites
 - Implemented new website CMS system (WordPress) across all future website builds resulting in more efficient and time-saving web development process
- Create and update marketing assets for multiple clients while maintaining consistent company branding across all mediums including websites, emails, brochures, presentations, stationary items, logos, advertisements, tradeshow materials and more
- Oversee and delegate projects for the design team of up to three members using Wrike project management software

Marketing Graphics Specialist

Professional Pavement Products | 2009 - 2015

- Responsible for development and maintenance of multiple company-owned websites, micro sites and landing pages
 - Designed and developed responsive order-ahead website in 2014 for customers that is now used internally assisting central invoicing system to increase both efficiency and accuracy of invoices for six different locations
 - Completely redesigned main pppcatalog.com e-commerce website in 2012 with focus on organic SEO and increased usability for higher conversion rate
 - Launched dafscale.com in 2011, a proprietary weather rating application used by customers to determine optimal times of day to apply products; re-launched in 2013 utilizing Weather Underground's API with advanced features including live radar and fully responsive web design for enhanced viewing on mobile devices
 - Develop product and service specific microsites and landing pages to reinforce email, print and online advertisements, and direct mail marketing campaigns
 - Monitor web analytics for potential marketing campaign opportunities, SEO adjustments and keyword optimization
- Develop assets for comprehensive marketing campaigns ensuring consistent company and product branding across supporting mediums including emails, microsites, print brochures and flyers, online and print advertisements, videos, point of sale and tradeshow displays
- Support Executive Management and Sales Representatives via assistance with visual presentations and upkeep of electronic marketing asset library
- Support tradeshow efforts by providing input on booth concepts and layouts, developing kiosk videos, presentations, banners, handouts and uniforms; training booth staff, organizing and packing crates
- Provide minor IT Networking support including remote desktop support and email management
- Manage vendor relations for all marketing, website and print related assets

SUMMARY

Skilled graphics and web designer with a firm grasp of the "big picture" and the proven ability to deliver consistent and professional designs across branding through a broad array of mediums.

TECHNICAL SKILLS

Design:

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere Pro, Encore, Flash; 3D Studio Max

Programming:

HTML, XHTML, CSS, jQuery, PHP

Web Frameworks:

WordPress, DNN(Dot Net Nuke), OpenCart, X-Cart, SharpSpring, Act-On

IT Networking:

Wrike, Google Analytics, Hitachi / LogMeIn, cPanel, MySQL

Desktop:

Outlook, Word, Excel, PowerPoint, MindMapper

Owner & Designer

PKR Designs | 2008 – Current

- Assist clients in promoting their companies through a variety of mediums including web, email, print, video, animation, advertisements, trade show assets, brand identity assets, and logo creation
- Perform strategic needs analysis to determine scope and level of service needed
- Prepare proposals and contracts for services requested

Interactive Media Design and Usability Lab Specialist

Full Sail University | 2007 – 2008

- Assisted students in optimizing their web designs for usability, layout, design, coding, and implementation
- Graded web design projects and exams based on course materials

EDUCATION

Bachelor of Science in Digital Arts and Design

Full Sail University | Winter Park, Florida

- Valedictorian
- Course Director's Award in Interactive Media Design and Usability
- Course Director's Award in History of Visual Communication