



BRANDON YOUNGBLOOD

RESUME / WEB DESIGN & E-MARKETING SPECIALIST



Portfolio
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EDUCATION

BFA Graphic and Interactive Communication - Ringling College of Art and Design: 1999-2003

WORK EXPERIENCE

SELF EMPLOYED 3/2016 – Present Boynton Beach, FL / Web Design and E-Marketing
Focuses on web design, e-mail design and marketing, graphic design, print design, and social media marketing.

INNEOX 10/2013 – 3/2016 Delray Beach, FL / Creative Director
Manages all web, marketing and social media projects. Directs web development team in Colombia. Responsible for lead generation in the America's. Works with global clients to create personalized web and design material. Focuses on client retention and training programs.

ADS Direct Media 12/2012 – 9/2013 Palm Beach Gardens, FL / Sr. Designer
Responsive web design for clients in over 10 countries. Persuasive design skills and strong creative thinking. Works with content management systems for website maintenance. Excellent communication skills and ability to invoke emotion and value proposition through copy and design. Knowledge of UI design principles. Experience with web usability principles and designing for direct response. Working knowledge of online marketing channels. Strong focus on user experience and customer purchase flows. Experience managing multiple simultaneous projects from concept to completion under tight deadlines. Ability to work both collaboratively across functions and independently with an entrepreneurial spirit.

Saveology 1/2012 – 12/2012 Coconut Creek, FL / Front End Web Designer
Worked on all new and current mobile and desktop web design projects for clients, such as Verizon, AT&T, Comcast, Time Warner and ADT. Focused on SEO implementation and online marketing analysis. Lead both in-house and client related graphic and print projects. Analyzed call center trends for creation and distribution of new campaigns. Assisted in new hire training.

Runaware 2/2010 – 1/2012 Coral Springs, FL / Designer and Online Marketing Specialist
Lead marketing team. Generated sales leads via email campaigns through online marketing software. Designed and wrote marketing collateral for both print and online distribution. Designed and coded internally with focus on SEO integration, Google Analytics, e-blasts and monthly newsletters. Web projects for clients included design and coding for client interfaces, application skins and lead captures. Provided design concepts and feedback. Story boarded projects. Interacted directly with clients on project initiatives. Direct customer sales through cold calling and email.

WWWebtek Internet Solutions 2/2008 – 2/2010 Palm Beach Gardens, FL / Web Designer
Product brand/marketing design and implementation, establishing identity and web presence for start-up companies, and providing high-level product guidance for larger clients. Interacted directly with clients to ensure time lines and target dates were met.

TruBamboo, LLC 1/2007 - 2/2008 West Palm Beach, FL / Sr. Graphic Designer
First in-house graphic designer for global company. Designed packaging design for all 3 product lines. Interacted directly with Chinese factories in regards to product design, packaging, and printing. Created extensive product library, containing over 300 products for three separate product lines (Solid Bamboo, TruBamboo, and East + West), Hired design staff as individual accomplishments attributed to rapid rate of growth.

The 1 to 1 Group 5/2003 - 1/2007 Sarasota, FL / Graphic Designer and Webmaster
First in-house graphic designer and webmaster. Lead all graphic design and variable data marketing projects. Met directly with clients to establish marketing and design aspects. Average response rate for mailing was between 7%- 9%. Worked directly with clients for web marketing campaigns. Ran digital printing press.

Skills:

Adobe CS Suite (Photoshop, Illustrator, Flash, Dreamweaver), HTML, CSS, jQuery, Bootstrap, Email Marketing, MS Office Suite, Social Media Marketing, SEO, Wordpress, Google Analytics, Photography, Personalized Mail Marketing, Video Editing, Audio Editing