

BRANDONSMITH

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Languages	XHTML, HTML, CSS <i>Basic:</i> Javascript, DHTML, Actionscript, PHP
Software	Photoshop, Illustrator, Dreamweaver, ImageReady, InDesign, QuarkXpress, Acrobat Pro, Quite Imposing, Distiller, Bridge, UltraEdit, MS Word, Excel, PowerPoint, Publisher, Outlook, Open Office, NeoOffice, Suitcase, Type Manager, FontLab, BBedit, SmartFTP, Transmit, Rumpus FTP Server, Postfuture, Campaign Monitor, Return Path, Pivotal Veracity, Thunderbird, Mail, Toast, Nero, Wordpress CMS, PhpBB CMS, Joomla CMS, After Effects, Premiere, Cleaner, Arkaos, Remote Desktop, CiscoVPN, Virtual PC, VMWare, etc. <i>Basic:</i> Flash, Fireworks, CorelDraw, Painter
Operating Systems	Mac OS8 - 10.5 Leopard / Windows 2000, XP, Vista
Experience	<p>Senior Email Production Specialist / Production Team Lead August 2005 – Present Harte-Hanks Digital</p> <ul style="list-style-type: none">▪ Create and deploy HTML email marketing/transactional campaigns for corporate companies such as PetSmart, Disney, A&E, Mercedes-Benz, Best Buy, Office Depot, Jenny Craig, Armani, Pizza Hut, KFC, Lamps Plus, etc.▪ Utilize Postfuture software to implement dynamic content such as variable replacement and multiple content zones for email templates▪ Perform QA checks for outgoing email campaigns within multiple email programs▪ Stay up to date on current email production techniques and processes with emphasis on content and layout with regard to compatibility and deliverability▪ Create best practices documentation and processes for HTML email production team▪ Train team of other Email Production Specialists; Develop email production training materials & exercises▪ Create internal company websites, information resources, and client landing pages/supplementary pages▪ Graphic design/editing for customer emails and Postfuture application interface▪ Troubleshoot and edit client supplied HTML/CSS creative documents▪ Client list uploading, management, segmentation, and filter creation▪ Provide reporting and analysis from Postfuture Tracker tool and SQL database queries▪ Work with local Account Management team as well as national Harte-Hanks branches and clients▪ Work with ISPs & third party delivery assurance services to troubleshoot/correct email deliverability issues▪ Test new software deployments, provide recommendations to Development team for technology improvements and interface corrections▪ Promoted to Senior Email Production Specialist / Production Team Lead <p>Freelance Graphic Designer January 1999 – Present Metawerks Studios</p> <ul style="list-style-type: none">▪ Design and execute layout of websites, HTML emails, flyers, posters, brochures, custom artwork, production camera-ready artwork, and motion graphics for various clients such as Quick Technologies / SAGE Artwork Zone, Bells Advertising, Wallace Price Creative Group, Folium, Leaf, and Hive Records. <p>Computer Specialist / Sign & Banner Specialist October 2000 – December 2004 Fed-Ex Kinko's, Inc.</p> <ul style="list-style-type: none">▪ Typesetting, layout, and graphic design work for materials such as business cards, stationary, newsletters, resumes, envelopes, tickets, post cards, large-format signs & banners, etc.▪ Take and execute Document Creations orders; output of customer documents; creating PDF files▪ Troubleshoot file/printer/computer issues▪ Installation and maintenance of all Design Rental workstations and Full-Service workstations▪ Scanning graphics & text; Sending and receiving of email messages▪ Organizing & Archiving document creation orders▪ Promoted to Sign & Banner Specialist <p>Typesetter / Copy Production / Bindry Operator July 1995 – August 1998 Kwik Kopy Printing</p> <ul style="list-style-type: none">▪ Typesetting of documents: business cards, letterhead, envelopes, etc. for production on offset press▪ Copy & Bindry operations: color/b&w reproduction, bulk drilling, folding, collating, stapling, numbering, etc.
Education	<p>Software Video Tutorials Lynda.com 2005 - Present Web Site Planning and Wireframing, Interaction Design, Web Redesign-Strategies for Success, Dreamweaver 8- Beyond the Basics, Illustrator CS2 Essential Training, Prepress for Photoshop, CSS Site Design, HTML & XHTML, Learning Java Script, Flash Professional 8 Essential Training, After Effects CS3 Professional Essential Training, etc.</p> <p>PMI Training Skillsoft 2008 Project Management courses: Intro to Project Management, Project Life Cycles and Stakeholders, Intro to Project Process Groups, Project Planning, Executing, Monitoring & Controlling, and Closing a Project, Project Management Essentials</p> <p>Austin Community College Austin, Texas 1996 – 1997 Desktop Publishing courses: Desktop Publishing I & II, Digital Imaging I & II, Typography, etc.</p> <p>University of North Texas Denton, Texas 1994 – 1995 Commercial Art courses: Drawing I & II, Painting, Design I & II, Art History, Sculpture, etc.</p> <p>James Bowie High School Austin, Texas 1990 – 1994 Graduate</p>