

JASON SMITH

CREATIVE DEVELOPMENT & ANALYTICS

EXPERIENCE

Director of Digital Operations


Sedulen


-  February 2017 - Ongoing

 Delray Beach, Florida
- Responsible for the digital presence, optimization and performance of key business products throughout the company
  - Identify, document and conduct iterative A/B testing on performance-based marketing products
  - Responsible for introducing and managing new marketing channels that generated over \$500k in revenue
  - Successfully manage multiple design, development and analytical teams both in-house and internationally
  - Identify and implement cost-saving practices for resources and technology stacks
  - Responsible for launching a variety of projects from concept through to post-launch reviews with competing deadlines
  - Create custom presentations, reports and analytical spreadsheets for review with the partners of the company
  - Work closely with marketing teams to optimize SEM campaigns, improve quality scores and maximize returns
  - Responsible for designing UX/UI testing scenarios, development wire frames, landing pages, mobile applications, and macro-level websites

Creative Director


Q Interactive (Formerly World Avenue)


-  October 2010 - February 2017

 Sunrise, Florida
- Responsible for the company’s ideation process through introducing and implementing new promotion concepts and product optimizations for new and existing creative
  - Successfully manage multiple teams both in-house and remote
  - Direct reports include: Web Designers, Front-End Programmers, Graphic Artists, Copywriters, Marketing Coordinators
  - Responsible for rigorous A/B testing practices to increase user progression and improve the user experience on all company products
  - Document and implement creative organization measures to streamline processes between design and development teams for improved quality and turnaround times
  - Continue to update and standardize design practices for ever-evolving mobile devices to ensure best-practices are met

Creative Services Manager


World Avenue (Formerly The Useful)


-  March 2008 - October 2010

 Sunrise, Florida
- Improved project request process from the business teams through to the marketing and design team for increased efficiency
  - Successfully managed two extensive industry compliance updates which included revisions to the company’s entire creative catalog
  - Designed and developed landing pages, micro/macro websites, registration paths, email and print campaigns

Graphic Design Lead


The Useful


-  July 2007 - March 2008

 Sunrise, Florida
- Assigned creative requests to design team based on artist’s core strengths
  - Improved the communication process between design and business teams resulting in fewer revisions and earlier project deliveries
  - Responsible for evaluating and training of all new hires on the graphic design team

Graphic Designer

The Useful

-  February 2006 - July 2007

 Boca Raton, Florida
- Designed transactional and performance marketing landing pages, email and banner creative, and trade show print collateral
  - Worked full-time while completing Bachelor’s Degree
  - Filled in as secondary team lead when needed

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 BOYNTON BEACH, FL

SKILLS

Creative Development & Analytics

- Over 12 years of designing and developing micro/macro websites, landing pages, print campaigns, content management systems and SQL databases
- Pairing performance data with design to achieve business objectives while maximizing user experiences
- Extensive experience with responsive design and development practices

Team Management


- Over 10 years of experience managing creative teams that consisted of various professions and diverse personalities within high-demand production environments
- Helped advance the careers of several team members through company programs and individual training sessions

Software & Languages

- Adobe Creative Web Suite CC
- Google Analytics
- Prototyping Tools (inVision)
- HTML & CSS/SASS
- JavaScript & jQuery
- PHP w/ MySQL Databases
- Microsoft Office Suite
- Google Office & Web Tools Suite
- Zoho, Meister Task & Quick Base Project Management Systems

Education

Art Institute of Fort Lauderdale

-  Oct. 2003 - Sept. 2007

  - Bachelor of Science with Focus in Interactive Media Design
  - Awarded Best Graduating Portfolio