

JASON SMITH

CREATIVE DEVELOPMENT & ANALYTICS

JBSPORTFOLIO.COM
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BOYNTON BEACH, FL

EXPERIENCE

SKILLS

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 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

Creative Director

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

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

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

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

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

Education

Art Institute of Fort Lauderdale

Oct. 2003 - Sept. 2007

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

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