

Everett Jamal HALL

Multimedia Designer

Experience

Variable Data Marketing SuppliesGuys.com

Graphic / Web Designer
February 2007 - September 2010

Administered the front end of multiple e-commerce sites. Created original marketing graphics and interactive media; implemented content from external designers. Assisted with print marketing and social media marketing programs. Collaborated with organic and paid search specialists to increase visitors and conversion rates. Executed large email blasts with targeted data to customer database. Tracked email performance with advanced analytics, worked with marketing team to identify trends.

The Ohio State University Telecommunications Department

Marketing Student
February 2004 - September 2005

Functioned as primary visual designer for university department. Designed dozens of print ads for OSU publications. Created product information brochures for telecommunication services. Designed award-winning motion graphics for Campus Information Channel. Produced historical documentary about the department.

Freelance Web Design

Established an online presence for several small business owners. Created paid search campaigns to increase web visitors. Designed branding and marketing materials for new businesses.

Skills

Graphic Design

Illustrator, Photoshop, InDesign

Web Design

Standards Compliant xHTML and CSS, Unobtrusive Javascript, Content Management Systems, Flash, Cross-browser Compatibility, Email Marketing, Search Engine Marketing, Social Media Marketing

Some experience with PHP, MySQL, AJAX, DOM Scripting, and XML

Broadcast Design

AfterEffects, Final Cut Pro, Audio Production

Other Skills

Photography, Copywriting

Education

Full Sail University
Digital Art and Design
Bachelor of Science, December 2006

The Ohio State University
Design, Six Quarters

Columbus State Community College
Marketing, Four Quarters

Full Sail University
Digital Media
Associate of Science, September 2001

Contact

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