

FINE ARTS . GRAPHIC DESIGN . CREATIVE DIRECTION . WEB DESIGN & DEVELOPMENT

I'm a versatile, bilingual (English / Japanese) professional with more than fourteen years of professional graphic design, web design, information technology and management experience. Passionate about fine art, technology, design and I'm always on the cutting edge of industry trends and news. Over the years I have developed an acute ability to creatively problem-solve as well as oversee all web and technology related functions for businesses. I'm also experienced in maintaining multi-million dollar web division with the ability to work across all levels of an organization, discover ways to cut company costs and generate new sources of revenue. This has given me very strong organization and communication skills with the ability to keep necessary parties well informed as well as direct multiple resources while working as a unified team.

Summary of Qualifications

- Leadership / Project Management
- UX Website Design, Development, and Usability
- Customer Acquisition & Retention
- Search Engine Marketing / Search Engine Optimization
- Email Marketing / Affiliate Marketing
- Graphic Design / Creative Direction
- Social Media Marketing / Brand Positioning
- Banner Advertising/Placement
- Web Analytic / Marketing Strategies
- Team Building

Technical Skills

- Adobe Master Collection
- W3C Compliance
- Microsoft / Apple / Linux Environments
- WordPress / HTML 5 / CSS3 / JavaScript / J query
- Classical Fine Arts

Professional Experience**E-Commerce Director****E-Commerce Management ▪ Web Design & Dev ▪ Graphic Design**Stauer – www.stauer.com, Richmond, VA**Dec 2017 – Present****Jun 2006-April 2013**

Developed and manage five person web team as well as projects from original inception through production layouts as assigned in all web channels. Monitor and report on web division metrics, to include weekly, monthly, annual and year over year web channel, budget and sales data. Manage web division monthly and annual budget and accounts payable.

- Web revenue : **Increased by \$12.4 million** - \$3.3 million increased to \$15.7 million annually
- Email marketing revenue : **Increased by \$3.5 million** - \$187K increased to \$3.7 million annually
- **Yearly Unique Visits: Increased by 835k - 465k increased to 1.3 million**

Digital Marketing and Communications Manager ▪ Web DeveloperVirginia Museum of Fine Art; www.vmfa.museum, Richmond, VA**Dec 2014 – Nov 2017**

Develop, design and maintain traditional and mobile digital strategies that effectively promote public awareness, understanding and appreciation of the museum. Ensure that the web-based applications operate efficiently, reliably and provide technical expertise on various applications to VMFA staff.

- Oversee all VMFA maintained websites.
 - ◆ Art direction and build out for new and existing web sites/pages
 - ◆ Audio Tours
 - ◆ Mobile App support and testing
 - ◆ Google analytic
- Manage social media personnel, meetings and marketing department

- ◆ Design and implement social media post and creative
- Provide consultative, technical and training support to the VMFA staff in the areas of web services
- Provide consultative, marketing, and technical support for e-commerce site
- Provide consultative, art direction and design support for e-mail marketing
- Coordinate and help inform all digital, online and social media strategies.
- E-Mail Marketing, Digital Marketing, and Creative Direction for Digital Marketing

Senior Creative Director ▪ Web Design & Dev ▪ Digital Marketing Strategies Jun 2013-Dec 2014
Johnson Marketing; www.johnsonmarketing.com, Richmond, VA

Created a new structure, standards guideline and ethos for the creative department. Assist in company leadership initiatives for future company wide growth opportunities. Meet with in house clients and outside clients on all creative and online marketing needs. Manage two graphic designers and various outside consultants as needed. Project management of multiple concurrent task in a fast paced environment.

- UX centric website creation for multiple company assets
- Search Engine Optimization implementation
- Implemented Google Analytics across all websites
- Created, managed and spearheaded marketing initiatives in social media channels
- Art direction and execution for all direct marketing print collateral and graphic design
- Video graphic creation for outdoor festivals and indoor stadium events

Fine Arts ▪ Web Design & Dev ▪ Digital Marketing Strategies 2001-Present
Studio of Artist Jayson Walton - Owner; www.stephenjaysonwalton.com, Mechanicsville, VA

Web Design & Dev ▪ Graphic Design ▪ IT Support - Virtus Marketing, Glen Allen, VA 2004-2006
3D Generalist - Quietman Studios, New York, NY 2003-2003
CMP Manufacturing Associate -Infineon Technologies Semiconductor, Richmond, VA 1999-2002
Credit Bureau Customer Support - Credit Bureau Systems, Mechanicsville, VA 1997-1999
Mechanized Infantryman - United States Army 1994-1996

Education

Virginia Commonwealth University School of the Arts , Richmond, VA - B.F.A. in Digital Imagery, 2001
University of Richmond, Richmond , VA - Certificate in Information Systems, 2010
New York University Center for Advanced Digital Applications, New York, NY - Certification in Visual Effects, 2001

Awards/Honors

Asset Marketing Electrum Award | Asset Marketing Golden Eagle Award |
Infineon on the Spot Achievement Award
Army Achievement Medal | National Defense Service Medal | Southwest Asia Medal
Humanitarian Service Medal | Joint Meritorious Unit Award | Army Certificate of Achievement
Army Lapel Button | Army Service Ribbon | National Dean's List