

Jonny Shaw - Digital Marketing Design & Technology

Skills

Technologies: Responsive & Mobile, HTML5, CSS3, Javascript, JQuery, JQueryUI, Bootstrap, PHP, MySQL, LESS, Sass, UX/UI, SEO, FTP, Javascript, SSL, DOM, Webfonts, Wireframe development, Progressive enhancement, Http/Https, MVCL, AMPscript, Ajax, Salesforce.com Marketing Cloud (Exact Target), Font-Awesome, more...

Software: Adobe Creative Cloud: [Dreamweaver, Photoshop, Illustrator, Fireworks, InDesign], Salesforce Marketing Cloud, TextWrangler, WordPress, OpenCart, WooCommerce, ExactTarget, ReturnPath, Litmus, . Apple Mac OS ~x10+, Windows, Android, Filezilla, Authorize.net, SSL, Paypal, MS: [Word, Excel, Outlook], Apple: [Mail, Pages, iPhoto, Keynote, Numbers, Garage Band, Artrage, Timefox, misc. additional 2d and 3d design software.

General: Project Management & Overview, Agile/Scrum, Sales support, Journey Mapping, Project requirement assessment, documentation and direction, Team communication, MAYA principal, Standards development and documentation, Limited* legal compliance, User analysis and testing, Form design and implementation.

Experience *StormDesigns- Website Designer & Developer 1996 ~ present*

Created UI/UX and overall design with project management for numerous client websites including landing pages, content pages and interactive pages based on numerous internet standard technologies. Worked with clients and technicians to conceive, build and support these online services.

Graphic Development & updates, Logo's Icons, maintenance, and ongoing design:, marketing modules, banners, seasonal promotions, newsletters, etc. Help clients to evaluate cross brand implications & new functionality and interface changes. Coordinate back end development to engineer and build LAMP stack projects and GUI's.

PCS Investment- SFMC account setup and implementation 2020

Worked with their in-house development team to establish and implement Salesforce Marketing Cloud standards and practices. Directed development of Data Extensions and other services which would access and make use of extensions primarily for email distribution and mindful of multiple purposes.

Morey's Piers- SFMC* account administrator 2019

Assisted project owners and partners in establishing and facilitating a successful migration from a previous email distribution platform into *Salesforce Marketing Cloud. Began with migration of core data into the SFMC platform and carried through to data planning and account configuration. Navigated account through IP and Sender reputation development. Initiated Journey Development aligned to incoming data.

Harte Hanks- SFMC Email Producer II 5/2015 ~ 4/2016

Working primarily within the Salesforce Marketing Cloud (ExactTarget) to build and distribute commercial and transactional email systems. Connecting data resources and content resources, scheduling deployments, assisting in solution development/implementation for large scale commercial clientele. Full-time contract.

Bentley Systems, Inc.- SFMC Designer & Developer 9/2013 ~ 8/2014

Created front end, UI/UX and back end data systems for an interactive online Event Management System within their ExactTarget™ marketing cloud. This web application allows a worldwide team of event coordinators to set up events, manage registrations and more and is deeply integrated with email marketing campaign & general management systems. Full time contract.

Ideal Printing Image Center- Manager/Designer 6/1994 ~ 3/1996

Managed design center serving network of Quick Print shops and a commercial printing company. Supervised 4 designers and developed organizational systems and procedures. Developed and managed systems using custom forms, Panorama Database and Excel spreadsheets to coordinate design staff.

Target Display & Exhibit- Display Designer, Illustrator & Artist 3/1992 ~ 6/1994

Developed and mastered display system pricing, provided quotations and project proposals for VAR network. Created naming systems for 4 ranges of display systems based on templated foundations and

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various parts to build and price complete displays. Created 2d/3d hybrid CAD models of displays using 2d/3d hybrid models. Published catalogs for VAR network as sales tools using QuarkXpress. Priced and proposed custom display systems for VAR network. Created graphics for use on displays. Mixed media presentation renderings.

G•Neil Companies- Electronic Designer - 1991 ~ 1992

Created custom graphic templates for products and marketing. Assisted in creating pages for multi-version (a/b tested) catalogs and flyers. Filled in to assist with award imprints, scanning and other digital technology. Systems: QuarkXpress, MacroMedia Freehand, Photoshop.

Education University of the Arts- Philadelphia, PA

Graduated Bachelor of Science, Industrial Design - Industrial design, graphic design, packaging design, advanced technology, computer aided design, conceptual problem solving, design drawing, print media layout, model making, rendering, studio photography, Corporate sponsored projects: Gillette, Armstrong Home Products, Wellcraft boats, DuPont Plastics, FrogDesign

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