

ROGER ELLIS

☎ 330-858-1425

✉ rogellis1@gmail.com

🌐 rogerellis.website

Personal Statement

Result-oriented marketing executive with extensive art direction, development and design background. over 10 years of experience in managing operations, creative, technology, and key projects.

Enthusiastic team leader and mentor who places focus on professional development. A dedicated self-starter with project and account management experience and spotless track record of client relationship building and retention.

Accustomed to a fast-paced work environment where bringing multiple projects to completion in short time-frames is essential.

A well-organized, results-oriented problem solver who enjoys a challenge and has the ability to keep a smile and a clear head in demanding situations.

Education

Art Institute of Pittsburgh
Pittsburgh, PA
A.S. Graphic Design - 2000

Stark State Tech
Canton, OH
Web Design - 2004

References

Michael Lovett: (706) 524-1330
Pastor, Graham Road Baptist Church

Stephen Benny: (440) 759-0301
Marketing Strategist, EMS

Brent Nussbaum: (540) 818-6133
VP, American Wind Energy Association

Expertise

Web Development

- HTML
- CSS
- JS
- PHP
- Responsive Design
- Bootstrap
- CSS Pre-processors (Sass/Less)
- Email Development
- SEO

Adobe Suite

- Photoshop
- Illustrator
- Indesign
- Dreamweaver
- Fireworks
- Flash
- After Effects
- Premier
- Acrobat

CMS

- Wordpress
- Joomla
- Magento

CRM

- Salesforce

Project Management

- Asana
- Confluence

MS Office

- Word
- Powerpoint
- Excel

Miscellaneous

- Illustration
- Photography
- Social Media
- Copywriting/Editing

Work Summary

Electronic Merchant Systems – 2015 – Present

Creative Marketing Manager

- Develop and execute marketing initiatives to drive and support a nationwide sales team
- Drive Creative Plan and direction for all new marketing initiatives
- Manage team of designers within the marketing/creative production departments
- Write and develop content used in all levels of marketing communications
- Advance corporate identity and voice through various marketing channels
- Manage creative and marketing department vendor relations
- Administer/webmaster to all corporate and corporately-managed websites
- Coordinate offsite events including tradeshow, executive dinners and charity events
- Responsible for setting up and maintaining brand standards across all printed and digital collateral
- Update obsolete company websites using responsive design and HTML 5
- Maintain database of past and present business paperwork and legal forms

AVADirect – 2014 – 2015

Creative Director

- Oversaw the visual design, production and user experience of AVADirect.com company-owned sites
- Executed Art direction of all corporate advertising
- Collaborated with Marketing Team to write copy
- Revised, edited and proofread content as needed
- Developed corporate identity, including logo and branding standards
- Maintained branding continuity on all advertising efforts, web and print
- Collaborated with Marketing Team to conceive, develop and implement new marketing goals
- Managed and directed creative department and freelance designers
- Oversaw the direction and production of all promotional videos
- Constantly researched competition to keep up with industry trends
- Audited digital media on a regular basis to ensure timeliness of content
- Assisted in social media efforts with graphics and content

Mustard Seed Market – 2011 – 2014

Graphic Department Supervisor

- Supervised the corporate graphics and marketing team
- Coordinated and implemented storewide marketing campaigns
- Development of mustardseedmarket.com
- Layout design and production of monthly circular/in-store signage
- Product photography/Image editing and optimization

AVADirect – 2010 – 2011

Web Developer

- Developed dynamic and static websites using PHP, MySQL, CSS, HTML
- Created marketing campaigns for new company business ventures
- Prepared static and animated banner ads for online advertising
- Product photography/Image editing and optimization

Cardinal Printing, Inc. – 2009 – 2010

Graphic Designer, Office Manager

- Managed the design and production of printed materials
- Processed orders and customer service
- Prepared files for press

Homes.com – 2003 – 2009

Key Accounts Designer, Art Director

- Managed the design and production of Homes.com media and customer marketing
- Directed team members on all graphic related processes
- Account manager and liaison for top-tiered advertisers
- Developed and executed strategic, custom marketing plans for clients
- Built client relations through caring service and attention
- Coordinated and attended weekly revenue meetings
- Maintained servers and computer equipment