

Dear Hiring Manager,

I am interested in setting up an interview with companies looking to hire a professional who has extensive management experience and advanced graphics and web design skills. Please take time to review this letter in order to become familiar with me and what I can bring to your company in terms of qualifications and character.

As a Front-End Web Developer at Dealer Inspire, I manage the integrated marketing and messaging campaigns across digital channels for both the agency and clients. I manage Developers work with Account Managers and customers to insure a smooth implementation of services. I also play a key role in building and maintaining a custom-built dealer website framework.

I am a highly motivated individual who takes pride in his work, and I am self-trained in the most recent/relevant design techniques that compliment my current skill set, which includes:

- Developing pixel-perfect traditional and responsive (RWD) websites for clients utilizing hand-coded CSS3 and HTML5, complimented with some PHP and jQuery.
- Creating and translating wireframe designs into a finished product with a focus on user experience (UX).
- Competency in the latest versions of Photoshop, Illustrator, InDesign, Acrobat, Coda, Dreamweaver and Flash.
- Video editing, motion graphics and 2D/3D animation capabilities utilizing After Effects, Adobe Premier, Final Cut Pro, Lightwave, 3D Studio Max and Toon Boom Studio.
- Experience working with CMS frameworks such as WordPress and Joomla.

I believe my experience and qualifications would be an asset to any company in need of a digital designer/manager. Please contact me at your earliest convenience to arrange a meeting. I look forward to your call. I have included my resumé and a link to my online portfolio for your review.

All the best,

Louie R. Stephens

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LOUIE R. STEPHENS

SUMMARY

Front-End Developer with management experience and over 9 years of agency experience generating revenue through multi-channel digital marketing planning and execution.

EXPERIENCE

Front-End Developer | Launch Digital Marketing / Dealer Inspire in Naperville, IL | February 2014 - Present

- Replicate static designs to pixel perfect functioning WordPress websites using CSS3, HTML5, JQuery, PHP and various other libraries and solutions such as Bootstrap and version control (Mercurial/Bitbucket/Sourcetree)
- Oversee UX strategies for integrating new and third party features on new and existing websites
- Integrate strategies for usability and A/B testing for various features of our website products including email campaigns and landing pages
- Lead website projects, upgrades and innovations for Tier 2 Associations connected with corporate manufacturers such as Honda and Acura
- Audit corporate compliance guidelines and incorporate standards into template themes and individual websites
- Manage support for existing websites working closely with Back-End Developers and Database managers

Senior Web Designer | PMT Advertising in Frankfort, IL | May 2005 - Feb. 2014

- Design, construction and maintenance of websites, landing pages, flash banner ads and HTML mailers
- Led 2D character animation projects for commercials broadcasted in locally zoned TV spots
- Worked closely with programmers to establish efficient solutions for complex web applications
- Managed, trained and led web design staff, orchestrated compliance with internal web design based standards
- Collaborated with Designers, Developers, Project Directors, Marketing Managers and Sales Managers to determine practical solutions for enhancing internal operations as well as strategies for cross media campaigns

Creative Marketing Director | Four Seasons Heating & Air Conditioning in Chicago, IL | August 2004 - May 2005

- Established an internal Marketing Department producing a variety of campaigns for in-house and public distribution
- Organized creative brainstorming sessions with president/owner and other department heads
- Conceptualized, created & prepped graphic design assets for a variety of projects including: presentations, business development and advertising materials, newsletters, newspaper ads, promotional audio/video media, and branding strategies

Motion Graphics Designer | Video Impressions in Aurora, IL | July 2000 - April 2002

- Designed video and PowerPoint presentations for speaker supported trade shows
- Created 3D animations (logos, demonstrational and character)
- Worked closely with executive producers to formulate practical and aesthetic solutions in concept and design

EDUCATION

The School of the Art Institute of Chicago, Bachelor of Fine Arts | Spring of 1998

Google Analytics Academy Certified



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