

Jennifer Santolla

Multimedia Designer

monkeysaysmoo.com

info@eshopalot.com

Experienced Multimedia Artist and Marketing Strategist skilled in web page design, hand-coded programming, interactive media, photography, video, print and proficient in a wide range of software packages with the ability to create a project from start to finish.

I am creative, results-driven and client focused, with a proven track record in delivering effective projects within schedule and budget. Skilled in managerial duties such as billing clients, quoting, selling services, client consultation and recruitment.

Skills

Marketing

Websites (web and mobile)

- HTML
- CSS
- Wire frames
- PHP
- Email blasts
- SEO
- Web banners

Presentations

CD-ROMS

Video

Photography

Print

Marketing

Analysis

Efficiency

Budget management

Market research

SEO

Graphics

Photoshop

Illustrator

Indesign

Quark Xpress

Web/Interactive

Dreamweaver

Fireworks

Flash

PowerPoint

Video

After Effects

Adobe Premiere

Adobe Encore

Languages

HTML

CSS

JavaScript

ActionScript

PHP

MySQL

CMS

Joomla

Drupal

Wordpress

MySQL

Ecommerce

Opencart

Prestashop

Magento

Experience

ONGOING SELF-BUILT WEBSITES

- Selling shopping cart templates online – www.eshopalot.com
I specialise in building Opencart, Prestashop & Magneto templates
- Selling branded clothing – www.squeakychimp.com
All photographs have been taken on my Canon 7D.
- Stock photography sales via Adobe & Alamy

CORECRUITMENT; LONDON, ENGLAND

08/11 to 05/12

Senior Creative Marketing Strategist

- Responsible for the future growth of all online website, researching and planning campaigns, including the delivery and results for a key strategic initiatives
- Build new profit generating websites based on an idea
- Design, implement & facilitate an effective local & national marketing strategy
- Online campaigns, web site, use of digital/social media.
Budget setting and control, including measurement and return on investments

VARIOUS FREELANCE POSITIONS; LONDON, ENGLAND

09/10 TO 08/11

- Ralph & Co - Creating html and css pages for oxy.com (1 month)
- BPP - Maintaining corporate website content and graphic banners (4 months)
- Ipos Mori - Creating animations, eblasts, websites and brochures (5 months)

TURNBERRY ASSOCIATES; MIAMI, FL USA

09/06 to 09/10

Senior Multimedia Creative

- Responsible for the creation of websites, print and video for all Turnberry assets ranging from hotels, office space, residential buildings and retail malls
- Managed analytic accounts and pay per click for all assets
- Advised assets of advertising options

DENNIS PUBLISHING; LONDON

01/06 to 09/06

Senior Designer

- Maintaining large corporate websites such as Maxim, Macuser, PC Pro, VIZ, etc
- Creating Flash banner ads for various clients within corporate websites

VARIOUS FREELANCE POSITIONS; LONDON, ENGLAND

11/04 to 01/05

- Avanti Screen Media (5 months) – Creating 2D motion graphics video
- JPMH (4 months) -- Creating flash and html/asp websites
- TVF Communications (1 month) -- Creating Macromedia Director cd-roms

HAIRCOLORXPRT; MIAMI, FL USA

08/04 to 11/04

Senior Designer (contract)

- Responsible for the flow of print/web creation and client relationship
- Duties include design and management.

Own Equipment

Canon 7D

Lenses:

- Canon EF 24-70mm f/2.8 L MK II USM
- Canon EF 100mm f/2.8L Macro IS USM
- Canon 50 mm F1.4
- Canon 20 mm F/2.8

Canon Speedlite 430EX II Flash
CamRanger connection to iPad
2xCanon Batteries
Tripod

Sony VIAO Multimedia Laptop
Sony VIAO Flip 15
iPad Mini

Education

Art Institute of Pittsburgh

- Associates in Specialized Technology majoring in Visual Communications

Beaver County Area

- Vocational Technical School;
- Diploma in Commercial Art and Design

Personal Details

Citizenship

- American & British

Experience (cont.)

N.CALT; LONDON, ENGLAND

12/03 to 04/04

Interactive Designer (contract)

- Creating e-learning flash animations available to police services of England and Wales through existing intranets and through web-based access

VARIOUS FREELANCE POSITIONS, LONDON ENGLAND

10/02 to 12/03

- Marks and Spencers -- Creating print-based catalogues
- Crown Communications -- Creating multimedia presentations
- Nature Publishing Group -- Responsible for banner ads, websites, trade show exhibitions and print design

AON GROUP LIMITED; LONDON, ENGLAND

02/01 to 10/02

Senior Interactive Designer

- Responsible the designs of the intranet/internet sites from locations all over the world plus interactive promotional material for new software products. Some Lotus Notes programming involved.
- Duties include self-management, pitching services to clients, project planning, working to strict deadlines and budgets.

WILLIAMS LEA NEW MEDIA; LONDON, ENGLAND

07/97 to 02/01

Senior Technical Creative Multimedia Designer

- Responsible for shooting, digitising and animating over video, creating and editing audio, creating designs for multimedia presentations, design and animate interactive CDs, web design in HTML and flash for a range of clients including WDR, MSDW, CSFB, British Airways, Reuters, Scitex (videos have been seen on German television and German stock exchange) as well as a range of many others.
- Duties include project leadership, consultation with client, project planning, multi-tasking and working to strict deadlines and budgets

FISHER TECHNOLOGY GROUP; PITTSBURGH, PA

06/96 to 07/97

Web Page Programmer

- Responsible for design and creation of Internet sites for a range of clients
- Duties include identifying/specifying user requirements with clients; project planning and management, working to strict deadlines and budgets.
- Projects include; redesign of Intranet Ordering System (CornerStone: recognised on MSNBC) and (ProcureNet), an on-line Internet ordering service; redesign corporate Web sites.

SOURCE W — CBS (MEDIA AGENCY); PITTSBURGH, PA

03/96 to 07/97

Multimedia Designer (Contract P/T)

- Completed design projects in print, electronic presentations and HTML for a range of blue-chip/high profile clients including Westinghouse, CBS Television, Footlocker.

ARISTECH CHEMICAL CORPORATION; NEVILLE ISLAND, PA

01/95 to 03/96

Desktop Publisher

- Designed and produced in-house training manuals, newsletters and brochures in print and HTML.

TOWERS PERRIN; PITTSBURGH, PA

08/93 to 01/95

Graphic Designer (Contract)

- Created brochures and electronic and print presentations