

Jonathon Andrews

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Certifications

Adobe Illustrator Certified Expert - Achieved May 27, 2010



CERTIFIED EXPERT

Skill Sets

Software **Adobe Creative Suite:** *Photoshop, Illustrator, Flash, InDesign, Premier, Acrobat, Dreamweaver, Fireworks, Imageready* **3D:** *Cinema 4D* **Microsoft Office Suite**

Web Clean, robust **HTML & CSS** web design with cross-browser compatibility and optimized for search engines (**SEO & SEM**).

Experienced with **e-mail outreach design** and coding (HTML & CSS).

Experienced in leveraging social networking and social media outlets for marketing campaigns and customer/client outreach.

Experience

Marketing Specialist (Lead Designer), Gene B. Glick Company, Inc. 2005-2006

Apartment Property Management Company, with over 19,000 apartments across the nation

- Responsible for creating tag lines, slogans, print ad designs and other marketing pieces for self-directed print advertisement projects and marketing outreach programs, supporting apartment properties across the Midwest
- Designed dozens of full-color advertisements on a monthly basis, published in For Rent and Apartment Guide magazines, as well as the cover of the February 2006 issue of For Rent magazine
- Responsible for designing all marketing outreach flyers & print materials for all properties across the Midwest
- Hired into the Marketing Department one month after 19th birthday, becoming the youngest corporate-level hire in company history
- Served as Committee Adviser to the 2006 Gene B. Glick Marketing Convention and designed the event logo
- Routinely traveled to over 10 Indiana properties for interior, exterior and landscaping photography to use as source materials for print and marketing campaigns
- Maintained a library of over 300 advertising contracts spanning 6 years, detailing changes in rates and terms; saved the company \$700 and \$800 on separate occasions due to scrupulous attention to contract changes that resulted in new advertising contracts, free-of-charge
- Maintained relations with representatives of more than 5 of the largest apartment resources in the nation, including: For Rent Magazine, Apartment Guide, RENTNET, and Apartments.com, interacting with respective designers and marketing contacts on a regular basis
- Updated and maintained internet listings and profiles for 7 industry-leading apartment web sites, for over 10 properties across the Midwest
- Became certified in Fair Housing Act Standards & Guidelines while employed with the Gene B. Glick Company
- Attended an expert-level Adobe Photoshop conference and workshop while employed with the Gene B. Glick Company

Experience, continued

Graphic Designer (Speculative Ad Designer) Yellow Pages Group January 2009 - July 2010

Leading international print and web directory publisher

- Designed several hundred 1, 2 and full color advertisements to be printed in Yellow Pages publications across the United States and Canada, in a high-pressure, deadline driven environment
- Made routine, extra contributions to the art department, such as: tutorials, new artist training material, guides and a large, 200+ piece library of ready to use artwork for the entire Art Department
- Conducted a training session for the entire Art Department (30+ people) demonstrating advanced Photoshop techniques, and created accompanying printed guide and resource files for demonstration
- Maintained the highest volume of Speculative Ads sold during the 2009 year, greatly exceeding year's salary in new ad sales revenue before the 2009 year ended
- Specifically chosen out of 30+ designers to design new, creative ads for Senior Management to present to Yellow Pages Executives to represent the Art Department's design talent - directly resulting in more creative freedom in ad designs for the entire Art Department
- Received constant positive feedback in the form of e-mails from upper management and media consultants regarding quality of ad designs
- Repeatedly chosen for the redesign of covers and big-ticket ad designs; became the designer of choice for new Art Department hires to job shadow
- Achieved one of the highest year-end review ratings in the Art Department, resulting in one of the highest pay increases among all designers

Graphic Designer (Advertisement Design), Indianapolis Star **Currently Employed**

Print advertisement design for the Indianapolis Star and other publications across the country

- Design one, two and full color print advertisements to be published across the country, in newsprint and glossy magazine mediums
- Design speculative advertisements to generate new ad revenue
- Maintain extremely high accuracy while delivering print ad designs in a high pressure, deadline-driven work environment
- Interpret client instructions and needs to create effective print advertisement design
- Layout and design catalogs, magazine inserts, stickers, and other marketing collateral

Graphic Designer (Apparel Design), WT Apparel 2007 - 2008

Screen printing and apparel company, serving local and national clients

- Designed t-shirts, sweatshirts, and countless other apparel with hundreds of individual, original apparel designs
- Interacted with clients and met in person to present apparel designs and approvals; on a first-name basis with over 20 local and national clients, interacting with several each day
- Responsible for translating client's ideas into tangible designs and concepts, then effectively presenting those designs for approval and screen printing
- Responsible for completing and designing over 50% of incoming design requests on a daily basis

References available upon request.