

Shawn Daniel

Web Designer. Web Developer. Web Type Person

4275 Rocky Fork Rd.
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Profile

Award-winning online media artist, developer and staunch believer in the positive power of online. More than 12 years experience developing and delivering online media solutions that empower and engage.

Experience

Web Design Specialist, Gish, Sherwood & Friends; Nashville, TN – 2008-Present

Develop online campaigns for a variety of B2B and consumer clients. Focus areas include: user interaction, content architecture, proper design principles and exceeding client expectations. Services range from e-mail marketing to highly focused micro-sites, to blogs and complete custom corporate sites and everything in between.

Web Design Director, Journal Communications Inc.; Franklin, TN – 2001-2008

Conceptualized and developed online platform hosting more than 160 individual domains. Pioneered efforts to integrate new media tools and features – including custom social networking, intranets, blogs, online advertising, SEO, analytics, e-commerce, video, podcast, virtual magazines and email marketing campaigns – into the business model. Directed internal growth and education of online media tools and data management with open source CMS technologies throughout entire organization. Guided IT department knowledge and growth of new technology and equipment to support internal hosting of online environment. Developed web platform into mainstream revenue generating division of company.

Art Director, Network Services Group; Goodlettsville, TN – 2000-2001

Responsible for all aspects of in-house advertising from print to web media. Created and fully implemented all graphic and web design needs for clients. Maintained and managed all client accounts and relationships concerning design and advertising.

Production Supervisor, Marine Group LLC; Murfreesboro, TN – 1994-1998

Maintained and monitored 10 separate production departments. Responsible for placement, training, and motivation of forty-five employees. Conceptualized and implemented numerous process and product improvements.

Corporal of Marines, United States Marine Corps – 1990-1994

Demonstrated ability to lead and make critical decisions in high-stress situations. Developed and demonstrated strong leadership skills as well as initiative, character and judgement. Honorably discharged with numerous merits, medals and citations.

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Education

Nossi College of Art, Goodlettsville, TN - 1998-2000

Associates Degree in the Occupational Studies of Commercial Art and Graphic Design; 4.0
GPA

Skills

Focus:

User experience design, Site and Content Architecture, Data Management, Online Resource
Development, Video and Podcast, Social Networking, Content Management Systems, Virtual
Magazines, E-Commerce, E-mail Marketing, SEO, Analytics, Online Advertising, Intranets,
Blogs

Coding and Applications:

CSS, XHTML, XML, Javascript, PHP, MYSQL, ExpressionEngine, Ektron, Photoshop, Flash,
Dreamweaver, InDesign, Quark, Microsoft Office

Referrals

Available upon request