

m Michael Marandola

Creative Designer & Web Developer

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Profile

Being a seasoned creative designer and web developer, I am able to expertly work with clients, manage associates and lead organizations. I am driven by design, creating extraordinary marketing collateral, websites and brand identities for my intended audiences.

With over 10 years of professional experience in agency, financial, business & technology-driven environments, I have a well-rounded background that allows me to bring new ideas and a unique creative strategy to any project or campaign I work on.

Experience

RSW Advertising / FMeX Nov 2014 - Present

Creative Director + Web Developer

Details - As Creative Director, I am responsible for the visual identity and messaging of RSW Advertising and its clients including Financial Media Exchange (FMeX), with a concentration in website and application development. My duties include:

- { Design and develop fully responsive websites & web applications
- { Design and manage content creation including imagery for articles, social media, digital and print newsletters
- { Conceptualize and execute creative marketing campaigns including social media outreach, landing pages, brochures, postcards and flyers
- { Conceptualize and execute branding strategy for agency clients
- { Manage a department of 5 designers and developers

Achievements

- { Key leadership role and startup experience managing and contributing to marketing, software development, business development and product development
- { Instrumental in building all web projects including the Financial Media Exchange web app (UX/UI and front end development)

DST Customer Communications Jan 2013 - Nov 2014

Web Designer + Front End Developer

Details - During my role at DST my duties included:

- { Design and develop websites, landing pages and HTML emails with current web standards (CSS3, HTML 5, jquery, javascript, Responsive design principles)
- { Conceptualized and create branding collateral for internal and external clients including logos, business cards, brochures, powerpoint presentations, proposals and sales sheets

Achievements

- { Maintain tight deadlines in a fast paced environment with high quality results
- { Received principles of excellence awards for excellence in accountability and customer-centricity

Dominant PC, LLC May 2007 - NOV 2012

Senior Multimedia Designer + Senior IT Support

Details - In my role at Dominant PC, I developed websites, web and print designs for clients as well as performed IT Support to clients, including network administration and computer repair. I was in charge of all aspects of web design and graphic design.

Achievements

- { Key role in company startup & partner in company
- { helped increase client-base from 25 to 275
- { helped increase earnings by 300% over 5 years

Education

BFA - Electronic Imaging / Digital Media May 2006

University of Massachusetts, Dartmouth

Achievements

- { Dean's List
- { Senior Class Treasurer
- { Sigma Tau Gamma Fraternity, Epsilon Kappa Chapter
- { Vice President of Membership
- { Vice President of Finance

Skills

Soft Skills

- { Creative & Art Direction
- { Team Management
- { Client Relations
- { Project Management
- { Customer Service
- { Strategic Planning
- { Startup & Corporation Work Experience

Technical Skills

- { UX / UI Design
- { Visual Design
- { Front-End Web Development
- { Product Design & Development
- { Responsive Web Design
- { Graphic Design
- { Production Design
- { 2D / 3D Animation
- { Video Editing & Production
- { AWS / Web Server Management
- { Google Analytics & AdWords
- { Database Administration

Software & Programming

Photoshop	Illustrator	Adobe XD	InDesign
Premiere	After Effects	Sketch	MS Office
LightWave 3D	Maya	MAMP	Dreamweaver
Sublime Text	Git Repository	Version Control	Grunt / RSync
HTML 4/5	CSS 2/3	SASS/Bourbon	PHP / MySQL
JavaScript	JQuery	Ajax	React