TIMOTHY DOWD

Web & Graphic Designer | Email Marketing | Storyteller

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WORK EXPERIENCE

April 2016 – January 2018

EMAIL MARKETING SPECIALIST
Staples, Inc. | HQ - Framingham, MA

STAPLES

- Develop and executed Staple's Business Advantage email campaigns using Oracle's Responsys ESP. Executed an average of 38 email campaigns per month.
- Responsible for preflighting responsive emails, Litmus testing, A/B testing, solving email rendering and creative issues.
- Provided hands-on design support and influence ideation creative direction with our onsite agency.
- Attended calendar & planning meetings, weekly analytics YOY reviews, Responsys quality off site meetings and conferences.
- Worked with third-party vendors to create personalized experiences for our customers.

November 2014 – March 2016

INTERACTIVE DESIGNER
Staples, Inc. | HQ - Framingham, MA

STAPLES

- Responsible for designing and editing responsive emails, responsive landing pages, web banners and assisted coding HTML emails & banners.
- Collaborated closely with developers to ensure design perfection.
- Worked with copywriters to ensure headlines and visuals work together.
- Fast-paced work environment juggling the creation and editing of 15+ projects daily.
- Developed an HTML responsive proofing platform for internal creative reviews.

EDUCATION

2007 **BACHELOR OF FINE ARTS IN GRAPHIC DESIGN**
University of Massachusetts Lowell - Lowell, MA

2005 **ASSOCIATES OF SCIENCE IN GRAPHIC DESIGN**
Mount Wachusett Community College - Gardner, MA

SKILLS & SOFTWARE

- Email Marketing
- Web & Email Development
- Interactive Design
- Web Design
- Graphic Design
- Filming & Editing
- MAC & PC

- HTML & CSS
- Adobe Photoshop CC
- Adobe InDesign CC
- Adobe Illustrator CC
- Adobe Premiere Pro CC
- Adobe Dreamweaver CC
- Adobe Flash CC

- Microsoft Office
- Microsoft Excel
- QuarkXPress
- Litmus Email Platform
- Oracle's Responsys ESP
- Workfront

WORK EXPERIENCE

September 2012
November 2014

CSS PRODUCTION DESIGNER
Staples, Inc. | HQ - Framingham, MA

STAPLES®

- You name it, I worked on it! Created and edited Staples weekly circulars, web banners, landing pages, signage, photo retouching and flash animations. Prepared and pre-pressed files to printers.
- I owned and trained my peers in banner builder. An online portal built for designing large quantities of banners using InDesign.
- Collaborated with other designers, visual & UX designers, developers and cross-functional creative team members, as well as other members of the marketing and ecommerce teams.

May 2010
September 2012

GRAPHIC DESIGNER
Digital First Media / Lowell Sun | Lowell, MA

digitalfirst MEDIA   THE SUN

- Web / Print Design for The Sun, Sentinel & Enterprise, Nashoba Publications, Online ad design following specific guidelines, pre-press production & layout, menu & flyer design, special projects, editing, meeting strict deadlines and proofreading.
- Manage video editing for whatdouwannado.com.
- Develop recommendations for graphical user interface standards and provide creative strategy.
- Manage all newspapers after 5pm making sure all ads are complete and pages are laid out properly.

June 2008
May 2010

WEB/PRINT MANAGER
the Graphic Group, inc. | Burlington, MA

the graphic group

- Lead interface designer; layout customer templates on the internet print management and web-based system.
- Design to client's request while practicing modern aesthetic appeal.
- Customer on-site and telephone consultations.
- Create concept designs, design/layout website flash, develop online templates, provide custom design and preflight materials for print.

Summer 2007

WEB DESIGNER - INTERNSHIP
VistaPrint | Lexington, MA

▼ vistaprint®

- Assisted the design staff on multi-lingual print/electronic creative projects, updated and edited company website and image translations.
- Attended international phone meeting and informational meetings.

REFERENCES

ELLEN U. PROGRAM MANAGER
Tim is a valuable asset to the email marketing team at Staples. He has expertise in email design and development, but is also a strong project manager, working closely with key stakeholders and juggling multiple tasks to ensure that our B2B email campaigns are deployed correctly and on time in a fast-paced environment. He is a team player, dependable, and hard-working, and would be a great addition to any team!

JEFF G. MARKETING MANAGER
Tim has a talent for quickly picking up new skills and putting them into practice. I worked with Tim planning and executing lifecycle emails. We leveraged modular design, and Tim demonstrated an impressive ability to deploy segmented creative without error. I'm recommend Tim for any progressive company looking for an experienced email developer.

Please contact me for a full list of references.