

J A S O N W C A L L A H A N

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Professional Objective

Seeking an association with a company or organization that can benefit from my experience in the Web Marketing industry as a professional with excellent organizational and communication skills, an outstanding work ethic, and the ability to work well in both a team-oriented and self-directed environment.

Career Positions

2008 to Present

Web Developer & Content Coordinator Baker & Daniels LLP.

Indianapolis, IN

- Plan, create, and execute targeted email communications
- Constantly update websites using a content management s system
- Install, create, and update custom Wordpress blogs
- Developed and update mobile sites
- Create custom PHP/MySQL surveys, forms, registrations, printable table response pages
- Development of animations and videos (included editing and encoding)
- Implement and update social media marketing such as Twitter, LinkedIn, Facebook
- Track, measure and analyze performance of online advertising and marketing programs
- Collaborate with internal managers to create consistent brand message
- Increase web traffic through SEO and site content analysis
- Successfully manage multiple projects with emphasis on accuracy and timeliness

2006 to 2008

E-Marketing Manager/Developer Strategic Financial Publishing, Inc.

Indianapolis, IN

- Experience in integrated marketing communications including affiliate and email marketing, updating and creating blogs, search engine optimization, pay-per-click, and RSS feeds
- Generate campaign performance reports, make improvements, and implementing changes
- Development and implementation of product marketing strategies
- Design and develop both front and back-end of websites
- Server side development using MySQL and PHP

2003 to 2006

Senior Graphic and Web Designer II Nelnet, Inc.

Indianapolis, IN

- Strategically develop marketing program goals
- Development of online multimedia training tools and presentations
- Manage project schedule of over fifty web and graphic jobs on a daily basis
- Enhance customer service and quality of company through marketing campaigns
- Design promotional print brochures, direct mail, giveaways, and activities
- Interact with vendors to receive quotes, production, distribution of promotional products
- Worked with local media on television and print advertising

2001 to 2003

Web Designer Conseco

Carmel, IN

- Creation of unique and intuitive front-ends of internet and intranet applications
- Develop, mass distribute, and analyze results of html newsletters/emails
- Design banner ads, online brochures, and internal mailings
- Increase visitor traffic using search engine optimization, banner ads, and purchasing keywords

1997 to 2001

Marketing Director Deeds Equipment Company

Indianapolis, IN

- Establish new marketing program along with brand standards
- Created front and back-end of website and developed new database system
- Developed company brand exposure through advertising promotions, newsletters, and website
- Design of print advertising and sales publications

Education

Bachelors of Science in Marketing Indiana University at Indianapolis – December 2001

Technical Knowledge

Graphic Design: Photoshop, Illustrator, QuarkXPress, Fireworks, InDesign
Web Design: Dreamweaver, Flash, CSS, Visual Studio, Joomla, Sharepoint, Wordpress
Video: Premiere, After Effects, Soundbooth
Languages: HTML, XHTML, XML, PHP, ASP, JavaScript
Databases: mySQL, SQL, Symantec Act
Applications: Microsoft Excel, Word, PowerPoint, Access, Project, Publisher, Visio
Internet: SEO, Pay-Per-Click, Google Analytics, Podcasts, Webtrends