

# William Jones

5415 N. Clark Street | Chicago, Illinois 60640 | (773) 907-8660 | wjones5415@aaatargeted.com

PROFILE	To obtain a position as (TITLE) [I'll explain how/when to use this]		
	<b>EXPERIENCE:</b> Designer who has produced web sites, marketing materials, and brand identity for diverse clients over 10+ years.		
	<b>DESIGN SKILLS:</b> Versatile professional who balances creative vision with practical business functions.		
QUALIFICATIONS	<ul style="list-style-type: none"><li>• Web Design</li><li>• Analytics &amp; SEO</li></ul>	<ul style="list-style-type: none"><li>• Digital Marketing</li><li>• UI &amp; UX Testing</li></ul>	<ul style="list-style-type: none"><li>• Project Management</li><li>• Graphic Design</li></ul>
PORTFOLIO	www.wjonesdesign.com		
EXPERIENCE	<b><u>ROOSEVELT UNIVERSITY</u></b> Chicago, Illinois	2009-Present	
	<b>IT SPECIALIST &amp; WEB DEVELOPER</b>		
	<b>Web Design &amp; Development:</b> Demonstrate creative and practical skills in developing websites for departments throughout the school. Direct projects from concept through testing and go live. Interview stakeholders to understand requirements, functions, and target users. Build websites using CMS (Joomla, WordPress) that are scalable and easy for users to update. Evaluate websites via UI/UX testing. Monitor traffic using Google Analytics, create metatags, and test SEO strategy/keywords.		
	<ul style="list-style-type: none"><li>• Increased traffic to the main university website by 300%.</li><li>• Consulted Admissions on digital marketing strategy to attract new students.</li><li>• Created graphic designs for website, print materials, and signs, including targeted designs to attract high school students.</li><li>• Maintained a unique brand image to set the organization apart from local competitors and engage a diverse customer base (students).</li></ul>		
	<b>Project Manager &amp; Business Analyst Duties:</b> Plan and manage technical projects. Create project plans and scope of work. Transfer requirements to contractors/vendors, and hold them accountable to meet project goals/deadlines. Prepare weekly reports on technology upgrades to websites. Evaluate and hire vendors and contractors. Train employees and students in technical skills and computer systems.		
FREELANCE DESIGN	Managed projects to build websites for entertainers and construction firms. Designed websites to meet each client's unique vision, goals, and budget. Educate clients on advertising their business through digital marketing. Created logos and related marketing materials.		
	<ul style="list-style-type: none"><li>• Created websites that engaged users through visual images rather than traditional menus.</li></ul>		
EDUCATION	<b><u>LOYOLA UNIVERSITY</u></b> Chicago, Illinois	2017	
	MA, Marketing Management		
	<b><u>ILLINIOS STATE UNIVERSITY</u></b> Normal, Illinois	2009	
	BFA, Multimedia Design & Fine Arts		
TECHNICAL SKILLS	<b>CMS:</b> Wordpress; <b>Adobe CS:</b> Photoshop, Illustrator, InDesign, Flash <b>Social Media:</b> Facebook, LinkedIn; <b>Analytics:</b> Google Analytics; <b>Video, Audio, Photography Editing; MS Office:</b> Excel, PowerPoint, Word		
TRAINING	SCRUM (2018)		