

Jeff Marsh

Web Developer / Creative

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EXPERIENCE

Freestore Foodbank, Cincinnati, OH — *Web Developer*

AUGUST 2014 - PRESENT

I troubleshoot, install, manage, build, and host all Freestore Foodbank domains and websites that raised over \$6 million dollars last year.

As Digital Manager, I play a key role in online marketing strategies, tracking audience segmentations, and building detailed reports using Google Analytics, and custom Google Data Studio dashboards. I also manage our Digital Marketing Developer.

As Web Developer, I develop, design, and build all websites, intranets, portals, email campaigns, and other online marketing initiatives. I use custom HTML & CSS, with some PHP & JavaScript editing, to build responsive custom WordPress themes, and Blackbaud Luminate Online marketing campaigns, including eCommerce, TeamRaiser, Donation Forms, Email Campaigns, and Constituent360. I also manage all web hosting, domain names, online databases, using a cPanel & WHM Virtual Server.

As Graphic Designer, I design graphics for multiple program initiatives, environmental displays, vehicle wraps, and printed marketing materials.

EMI Network, Cincinnati, OH — *Art Director*

OCTOBER 2010 - AUGUST 2014

As Art Director, I designed and managed marketing campaign concepts, directed creatives, and executed visual communications media for world-wide brands like Chicago Cubs, Forbes Magazine and USA Today. I provided graphic and creative support for design enhancements, and new creative initiatives, while protecting branding guidelines.

As Web Developer, I managed all internal and external website designs, online marketing, and cPanel web hosting.

ReachUSA, Cincinnati, OH — *Graphic Designer*

MARCH 2000 - SEPTEMBER 2010

As Graphic Designer, I provided creative solutions for direct mail advertising, magazine publications, and event marketing campaigns. Most creative solutions included ad designs, editorial layouts, website designs, email campaigns, and social media marketing.

As Web Developer, I managed all external websites ranging from UI/UX, content development, WordPress administration, and web hosting services.

SKILLS

Creative Thinking

HTML & CSS

WordPress

Adobe Creative Suite

Microsoft Office 365

cPanel & WHM

Blackbaud Luminate Online

Search Engine Optimization

Google Data Studio

Google Ads

Google Analytics

EDUCATION

University of Cincinnati, Cincinnati, OH — *Associate's degree*

AUGUST 1997 - JUNE 1999

Applied Graphic Communication

ABOUT

My technical strengths include WordPress, Elementor, Photoshop, InDesign, Illustrator, Dreamweaver, Blackbaud Luminate Online, Google Analytics, and cPanel Web Hosting. The advantage of having me on your team is my experienced comprehensive holistic perspective, innovative thinking, creativity, active learning, and originality. My main area of expertise is in Graphic Design, Web Design, and Online Marketing. I am always open to learning anything new. I am an advanced user in HTML, CSS, WordPress, and Elementor. I have basic knowledge of JavaScript, PHP and MySQL.