

Jonathan Smith

mobile: 717-319-3121 | email: jonathan@smithcreate.com | 2425 Logan Street, Harrisburg, Pennsylvania 17110

Experience

E-COMMERCE WEBMASTER, THE HERSHEY COMPANY, HERSHEY, PA – 2016-PRESENT

- Create banners for eCommerce retailers that meet client specifications and brand guidelines
- Manage internal product data
- Streamline path to purchase for eCommerce items
- Work with ad agencies and brand teams to assure consistency across platforms and channels
- Collaborate with content creators and copywriters to create digital assets

WEBSITE DESIGN & MANAGEMENT, FREELANCE, HARRISBURG, PA – 2001-PRESENT

- Meet with clients to discuss website solutions
- Research web-based applications
- Manage website hosting and domain registrations
- Install and customize WordPress CMS, themes, and plugins
- Manage updates to WordPress CMS, themes, and plugins
- Create website backups to the cloud for security
- Setup Google Analytics and Webmaster Tools
- Perform SEO for pages with meta description and page titles
- Establish project details and scope
- Create graphics using Adobe Photoshop and Lightroom

PATIENT CARE ASSISTANT, PINNACLE HEALTH, HARRISBURG, PA – 2013-PRESENT

- Provide patient care to the patients of the Cardio-Thoracic Intervention floor at Harrisburg Hospital
- Take vital signs such as blood pressure, temperature, pulse, and respirations
- Perform blood glucose monitoring and treatment for Hypoglycemia and Hyperglycemia
- Calculate intake and output as needed
- Perform EKGs
- Assist patients with walking and exercise as part of their post-op recovery
- Chart patient data within Sorian patient record software

E-COMMERCE MARKETING MANAGER, CODI INC., HARRISBURG, PA – 2011-2013

- Maintained product content to grow sales on e-Commerce partner websites such as Amazon, Overstock, and others
- Managed manufacturer website updates with promotions, product content, and banners
- Worked with outside consultant to develop a product database to manage a Google Merchant product feed
- Performed product photography and purchased equipment for an in-house photo studio
- Collaborated with outside ad agency to implement new branding initiatives and website redesign
- Performed social outreach with Twitter, Facebook, and Google+
- Managed offshore development team
- Created printed marketing material for sales team with Adobe InDesign and Adobe Photoshop
- Modified Power Point presentations for annual sales meeting
- Created HTML and CSS files with Adobe Dreamweaver

SYSTEMS ENGINEER, RITE AID CORPORATION, ETTERS, PA – 2006-2011

- Maintained content for www.riteaid.com; involved constant collaboration with internal marketing and IT departments, usability teams and external ad agencies; adhered to style guides for branding consistency
- Managed accessibility/usability testing and tools to assure compliance for the Americans with Disabilities Act (ADA) using W3C standards
- Created page mock-ups for website feature enhancement projects using Adobe Photoshop
- Approved files from ad agencies for use on RiteAid.com
- Trained offshore developers on various programming procedures and workflows
- Created documentation on processes and procedures
- Updated public financial information in a timely manner per FTC guidelines
- Launched monthly and seasonal marketing campaigns per marketing plan
- Created HTML and CSS files with Adobe Dreamweaver
- Performed website testing on multiple browsers and operating systems

STOCK PHOTOGRAPHER, SHUTTERSTOCK IMAGES, NEW YORK, NY – 2005-PRESENT

- Captured creative photographic images to be made available for license by the creative and advertising industry
- Set up photo shoots, edited photos for output, uploaded images, and determined keywords and descriptions for optimized search
- Sold more than 2,000 image downloads on shutterstock.com

WEB DESIGNER, D&H DISTRIBUTING, HARRISBURG, PA – 2002-2006

- Maintained content and layout for www.dandh.com; included keeping product promotions up to date, creating advertising banners and expanding the site to better cater to customers
- Contributed new marketing ideas to stay ahead of the competition
- Created web banners and graphics using Adobe Photoshop
- Worked with product buyers to advertise specific products
- Created HTML and CSS files with Adobe Dreamweaver

Education

Bradley Academy for the Visual Arts, York, PA – Associate Degree in Graphic Design, 1996

Skills

- Web usability and accessibility tools, compliance and testing
- Content Management Systems: WordPress, Magento, Drupal, Liferay
- Coding: HTML, XHTML, CSS
- Search Engine Optimization (SEO)
- Google Analytics
- Google Webmaster Tools (Search Console)
- Software: Adobe Photoshop, Adobe Lightroom, Adobe Dreamweaver, Adobe InDesign, Adobe Illustrator
- Digital photography and image editing; Shutterstock; iStockPhoto; Fotolia