

Jonathan Smith

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Web Design Professional

Web Design | Graphic Design | SEO | Usability | Accessibility | Content Management

Professional Profile

Experienced in all aspects of design – from print design, preparing files for print, to web design with browser testing, usability and accessibility testing, and SEO integration. Manages projects from initial client discussion to project scope, development, testing, review, and launch. Stays up to date with current trends and technology with a passion to learn new skills.

Skills

- Graphic design using space, color theory, and typography
- Web design using various content management systems
- Integration of responsive design and images for Retina displays
- Web usability and accessibility tools, compliance, and testing
- Digital photography and image editing

Software

- Adobe Creative Suite: Photoshop, Lightroom, Illustrator, InDesign, Dreamweaver
- HTML, XHTML, CSS
- Content Management Systems: WordPress, Drupal, Magento
- Google Analytics
- Google Webmaster Tools (Search Console)

Experience

The Hershey Company, Hershey, Pennsylvania

eCommerce Designer

2016 – Present

- Design enhanced content and create infographics to push the envelope of customer awareness of candy in the eCommerce channel
- Create page mockups to show functionality of custom product ordering options to expand product sales online
- Create digital assets for eCommerce retailers with focus on branding and eCommerce best practices (call-to-action, image dimensions, and image optimization)
- Develop multiple versions of digital content to test for effectiveness
- Work with ad agencies and brand teams to assure consistency across platforms and channels
- Test and document Hershey owned eCommerce websites for UI/UX issues
- Continuously expanding knowledge of consumer trends including demographics, media, and habits via Hershey Marketing Academy and outside industry leaders

Freelance, Harrisburg, Pennsylvania

Website Design and Management

2001 – Present

- Meet with clients to gather information and website solutions
- Establish project details, timeline, and scope
- Manage website hosting and domain registrations
- Install and manage WordPress CMS, themes, and plugins along with theme customizations
- Create website backups to the cloud for security
- Setup Google Analytics and Webmaster Tools and implement into websites
- Perform SEO for pages including descriptions and page titles

CODi, Inc., Harrisburg, Pennsylvania

eCommerce Marketing Manager

2011 – 2013

- Maintained product content to grow sales on eCommerce 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 data feed
- Collaborated with outside ad agency to implement new branding initiatives and website redesign on the Magento CMS platform
- Performed social outreach with Twitter, Facebook, and Google+
- Managed offshore development team with website updates
- Created printed marketing material for sales team
- Created marketing emails and managed email marketing platform

Rite Aid Corporation, Etna, Pennsylvania

Systems Engineer

2006 – 2011

- Maintained content for RiteAid.com by collaborating with marketing, IT, usability team, and ad agencies to assure brand consistency
- Managed accessibility and usability testing and tools to assure compliance for the Americans with Disabilities Act (ADA) using W3C standards
- Created page mockups in Photoshop and HTML/CSS for website feature enhancements
- Created documentation, and trained offshore developers on processes and procedures
- Launched monthly and seasonal marketing campaigns per marketing plans
- Performed website testing on multiple browsers and operating systems
- Utilized version control for managing code updates

D&H Distributing, Harrisburg, Pennsylvania

Web Designer

2002 – 2006

- Maintained content and layout for DandH.com; included keeping product promotions up to date, and creating advertising banners for manufacturers
- Contributed new design ideas to leverage more consistency with D&H branding
- Worked with product buyers to advertise specific products for sales growth

Education

Associate Degree in Graphic Design - Bradley Academy for the Visual Arts, York, Pennsylvania