JIM DEWAN

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OBJECTIVE

Creative and detail-oriented designer with expertise in digital, print, and email design, as well as B2C and B2B marketing. Experienced in email marketing, direct mail, social media, and digital advertising. Adept at collaborating in fast-paced environments, meeting deadlines, and solving design challenges. Proven ability to deliver strategic and impactful designs across industries, including casino, retail, pharmaceutical, finance, and education. Seeking to contribute innovative solutions while growing and refining skills in a dynamic role.

EXPERIENCE

308 Target Marketing | October 2024 – Present | Freelance Senior Multimedia Designer
- Conceptualize, design and produce logos, ads, flyers, booklets, business cards, digital ads, and website graphics.
- Collaborate with internal client, director of marketing or project manager to develop ideas and concepts.
- Researched information and materials needed for special design projects and business needs.
- Maintain product and stock photos for corporate library and edit as needed for digital and print.

Electric Bike Technologies, Inc. | August 2019 – February 2024 | Graphic Designer
- Designed and produced a variety of marketing materials, including manuals, brochures, business cards, stickers, postcards, and web/print ads, while ensuring consistency with Electric Bike Technologies' branding guidelines.
- Created and managed web banner ads for retargeting campaigns using AdRoll.
- Maintained and updated Shopify websites for all five brands.
- Designed and executed email templates and marketing campaigns using MailChimp and Zoho Campaign.

A&B Sunrooms and Remodel | March 2018 – July 2019 | Freelance Graphic Designer
- Designed, wrote, and maintained the website using Wix, optimizing it for SEO, submitting it to search engines, and ensuring regular updates.
- Established and managed a Google My Business profile.
- Created and maintained social media pages and posts to enhance online presence.

Villanova University | January 2017 – November 2018 | Freelance Production Artist
- Created and updated ads per Villanova University's branding guidelines, ensuring files met printer specifications.
- Designed banner ads for the Villanova website and graphics for social media.

Vanguard Financial | May 2018 – June 2018 | Freelance Production Artist
- Updated and versioned brochures, white papers, hard cards based on Vanguard Financial branding guidelines.

Covance | July 2017 – May 2018 | Freelance Production Artist
- Designed cell sheets, bio sheets, white papers, and case studies based on the Covance branding guidelines.
- Creating snapstats for social media, web, and internal use.

Alphabroder | October 2017 – March 2018 | Product Designer
- Utilized customers' existing logos for product placement on clothing and promotional items.

MRM//McCann | January 2011 – February 2011 | Freelance Production Artist
- Updated existing advertisements and developed secondary web pages following branding guidelines.
- Collaborated with the creative team to create and update mock-ups and presentation boards for clients, including Bristol-Myers Squibb, Educational Testing Service, Avis, and Aircraft Owners and Pilots Association.

Oxford Communications | January 2007 – December 2010 | Production Artist
- Updated existing advertisements and created secondary pages according to brand guidelines, ensuring all digital files met vendor specifications.
- Ensured quality control for advertisements and email campaigns.
- Designed and coded HTML emails using Dreamweaver and conducted cross-platform testing to ensure consistent rendering across email clients.
- Served clients including Prime Retail, Legends Outlets, Quick Check, Amerlux, Philly Soft Pretzel, Bucks County, Beazer Homes, NJCU, Penn's Purchase, Drexel University, First Choice Bank, Pinnacle Homes, and Sesame Place.

EDUCATION

New Jersey City University | B.A. Graphic Design

SKILLS

Adobe InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat, and Premier Rush, Microsoft Office, Google Suite, Slack, Adroll, Canva, Dropbox, HTML, MailChimp, Zoho Campaign, Shopify, WordPress, Wix, Buffer, Meta, ChatGPT, DALL-E, Midjourney, LinkedIn, Facebook, Instagram, Twitter, Pinterest and traditional board skills.