Jen Santarelli

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Work Experience

HS2 Solutions (interactive marketing agency) - Springfield and Chicago areas
E-mail Marketing Manager & Developer / Interactive Designer / Content Manager: November 2011 - present
- Set up and deploy e-mail campaigns for Domino's Pizza US and Canada.
- Develop responsive e-mail newsletter templates for clients such as Domino's Pizza US and Canada, Invaluable, and Health Management Associates.
- Design assets for e-mail newsletters and websites.
- Manage content for 60+ hospital sites owned by Health Management Associates.

Self-employed - Springfield, Chicago, Boston, and Dallas areas
Web Design / Production, Graphic Designer, Photographer: May 1997 - present
- Design websites, shopping carts, user interfaces, e-mail newsletters, logos, online ads, business cards, wedding invitations, buttons, and various print publications on a freelance basis.
- Work with clients to plan website architecture and explore social media options.
- Take staff and event photos, movie stills, portraits and retouch photos.
- Clients include Northwestern Memorial Hospital, Argonne National Laboratory, National Marine Manufacturers Association, Alzheimer's Association, RAND Corporation, Adweek Magazine, Half Price Books, and Ericsson Inc.

Seyfarth Shaw LLP (law firm) - Chicago, IL
Web / Graphic Designer: August 2006 - June 2008
- Designed user interfaces for web-based applications, flyers, reference cards, tent cards for conference rooms, brochures, floormaps for company directory, large foam board signs for off-site conferences, company intranet website, complex spreadsheet layouts in Excel, browser toolbar icons, presentation graphics, HTML e-mail newsletters, screen saver, and alternate logos for firm-related products.
- Helped marketing set brand standards regarding intranet site.
- Took staff photos during orientation, edited and uploaded photos to the directory for multiple offices, and manipulated photos for a variety of types of projects.
- Edited video and audio for podcasts and posting on company intranet.

Thomson Media (publisher of financial publications) - Skokie, IL
Web Designer: May 2001 - September 2004
- Designed websites for company publications and intranet, designed HTML e-mail newsletter and web-based applications, streamlined existing site designs for ease of use, set project deadlines, administered mailing lists.

Springbow Solutions, Inc. (web design start-up) - Irving, TX
Web Designer: April 2000 - December 2000
- Designed clients' Internet sites, assisted with company's Internet and intranet sites, designed and print marketing materials.

EnterAct, L.L.C. (Internet service provider) - Chicago, IL
Marketing Project Manager: June 1998 - October 1998
- Created and arranged advertisements, investigated options for company appearances at trade shows, and updated marketing materials.

Technical Support: April 1998 - October 1998
- Helped ISP customers resolve Internet-related technical problems and configure account features such as web pages.

North American CAD Company (seller of CAD equipment) - East Dundee, IL
Graphic Designer: August 1997 - April 1998
- Designed website and print advertising, researched online marketing strategies, and handled catalog mailings.

Related Experience

Software:
- iWork, Microsoft Office
- Photoshop, Acorn, Pixelmator
- Dreamweaver, Coda
- MailChimp, Constant Contact, Exact Target, YesMail, Vertical Response, Lyris
- Illustrator
- iMovie, Premiere
- InDesign, QuarkXpress

Other:
- writing HTML/CSS code
- e-mail newsletter management
- responsive e-mail newsletter / website design & development
- UI design for web applications
- thorough browser & mobile testing
- content management
- Dreamweaver template creation
- technical documentation
- project management
- e-commerce site implementation
- WordPress configuration
- CMS customization
- familiarity with web standards & SEO
- implementation of Server Side Includes, JavaScript, PHP, & Perl
- equally comfortable in Mac & PC platforms
- basic operating procedures in UNIX shell environment

Conferences

- STLUX (2014)
- An Event Apart (2013)
- An Event Apart (2007)

Education

Bachelor of Science in Industrial Technology
Illinois State University
Concentration: Graphic Communications and Drafting. Classes spanned the areas of Graphic Design/Printing, Drafting, and Industrial Computer Systems.