

Jeff Pease

www.jeffpease.com

Experience

Creative Director

ISFA; Orem, UT ~ 2009-present

Responsible for all marketing and creative aspects of the company. Manage a team of graphic designers and web developers, helping them to hit deadlines and to create content that meets established goals. Concept and create new ideas to help keep marketing ideas new and fresh. Publish a quarterly magazine and weekly email correspondence. Brand and market yearly trade show. Manage SEO, analytics, and membership database for company site. Since my start at ISFA, I have implemented changes that save the company over \$5,000 a month.

Senior Designer

ThinkBox Design Marketing; Provo, UT ~ 2008-2009

Developed and implemented various programs such as: designer training, file naming conventions, folder structure, production order forms, prepress procedures and data backup. Each program was an asset in designer productivity while eliminating costly errors. Met with clients and developed custom branding and marketing strategies. Designed, built, and maintained websites for clients. Managed design team.

NutraPrint Designer

Nutraceutical Corporation; Odgen, UT ~ 2007-2008

Worked directly with prepress designers, press operators and brand managers to create designs that were consistent with brand identity and increased product placement. Created ads, brochures, and packaging for new products.

Lead Graphic Designer

Utah Valley University; Orem, UT ~ 2005-2007

Managed a team of designers for the UVU Athletics Department. Developed multiple branding standards for the design team in order to maintain a consistent image for future athletic seasons. Designed and implemented Photoshop templates that were used in all athletic advertising.

Education

Utah Valley University, Orem, UT ~ Bachelor of Science in Digital Media, 2007

Skills

Skilled in management of creative teams. Comfortable preparing visual presentations and speaking in front of small and large groups, in person and online. Detail oriented. Always excited about learning and implementing new design trends. Fluent in design software including Adobe CS5 and Quark. Proficient in front end and back end web design, including Dreamweaver, DotNetNuke, Wordpress, CSS, PHP, and XHTML. In-depth knowledge of video for web, editing, and development.

Referrals

Benjamin Perez
Senior Web Developer
Employer Solutions Group, Provo, Utah
Office: 801-623-7566

Russ Lee
Executive Director
ISFA, Orem, Utah
Cell: 801-735-7606

Paul Raaska
Sales & Marketing Director
Best Western Cotton Tree Inn, Provo, Utah
Cell: 801-623-3644