

Erik SPOONER



SENIOR DIGITAL DESIGNER

PROFESSIONAL PROFILE

Strategic marketing professional to brands and agencies with more than 10 years in the digital marketing and marketing technology space. I work with clients to define and activate new areas of digital innovation within their businesses, empowering them to be more agile, effective, and profitable. As a Sr. Digital Producer & Designer I bring structure, strategy and over-site to interactive projects from conception to creation. My role ensures that projects move through the agency on time and on budget.

PAST PROFESSIONAL EXPERIENCE

(1/2014 – 8/2018)

STIR ADVERTISING

Senior Digital Producer & Designer

With support from department heads, I provided strategy both from a tactical and an overarching client perspective. Pro-actively grow client relationships by understanding and being sensitive to all aspects of their business; determine needs to propose appropriate solutions and new projects that fit within their budgets. Be accountable for client relationships, with special attention to profitability, tracking and managing resource consumption and financial reporting. Manage third-party contracts and lead communication between STIR and external agency partners (developers, animators, consultants, etc.) Head up QA processes leading up to project deployment. Champion and facilitate UX process on all technology projects. Understand content strategy as it applies to UX and SEO. Create and track many project schedules while balancing agency resource allocation. Strategize links between digital projects and incorporation of Inbound Marketing tactics for creation of conversion-centric design.

(3/2013 – 1/2014)

CAFFEINE COMMUNICATIONS

Director of Design

Communicated digital design vision, results, and stories to a variety of audiences (internal/external) informally and at a high level. Managed the presentation of projects at all stages, project reviews, sales meetings, and customer/client interaction. Created innovative front-end development and designs using best practices in user experience. Worked with back end developers to bring web projects to life. Developed sites using latest technology with the ability to view on multiple platforms. Launched brands utilizing SEM best practices to drive growth.

(11/2007 – 3/2013)

MRA

Digital Designer/Project Coordinator

Successfully created fresh advertisements and campaigns from concept through completion. Constructed email marketing, newsletters, digital white papers, and other collateral while generating leads through PPC & form/landing page creation. Constructed collateral for MRA & members, keeping consistent and error free material. Coordinated logistics and marketing of annual conferences. Managed daily interactions between clients & designers ensuring completion of projects.

(6/2006 – 11/2007)

KOHL'S CORPORATE

Graphic Designer

Created logos for internal website. Constructed loss prevention posters. Designed posters that were placed on registers at Kohl's Department Stores. Created 150+ Ads on a weekly basis. Process included: Obtaining information from marketing team, sizing templates, revising information in template, and finishing with confirmation of ad placement. Proofing and quality control of files. Visualizing and conveying a creative strategy including web banners and classified ads for future advertising.

GET IN TOUCH



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