

NED

241 South 47th St., Unit 403, Philadelphia, Pennsylvania 19139 • 302.299.6553

REDMOND

www.nedredmond.work • me@nedredmond.work

EXPERIENCE

MARKETING CONTENT AND DESIGN SPECIALIST

The Barnes Foundation — Philadelphia, PA

October 2016 — Present

- Design and develop suite of responsive email templates to replace previous static emails
- Generate assets with Adobe Creative Suite email marketing and display ads
- Create dynamic HTML5 display advertisements to market after-hours programming
- Coordinate and execute e-mail marketing campaigns; responsible for layout, scheduling, deployment
- Troubleshoot HTML issues for e-mail marketing efforts
- Prepare reports for advertising, marketing, and social media campaigns based upon web analytics from Google and elsewhere

OWNER / ART DIRECTOR

DECO Playing Card Company — Newark, DE

January 2013 — Present

- Raised ~\$9,500 from Kickstarter for crowdfunded educational art project.
- Develop brand awareness, business plan, and sales strategies.
- Design and maintained WordPress ecommerce website, marketing materials; maintained social media presence.

SKILLS

HTML5
CSS3
SASS
JavaScript
jQuery
Responsive
Design

TOOLS

Adobe CS
GitHub
Brackets
WordPress
MS Office

EDUCATION

UNIVERSITY OF DELAWARE COLLEGE OF ARTS AND SCIENCES, 2007 — 2012

Bachelor of Arts in Art History; GPA: 3.7 • Bachelor of Arts in English; GPA: 3.5

Dean's List: Fall 2007, Spring 2008, Spring 2009, Fall 2009, Spring 2010, Spring 2012