



JEANA CLARK

228 Catalpa Road, Apt. #3 ■ Lexington, Kentucky 40502

PORTFOLIO: jeanaclark.org ■ EMAIL: jeana@jeanaclark.org

STRENGTHS

I am a creative web designer, collaborating with organizations to help them tell their unique story.

- Over 13 years of web & print experience for non-profits & higher education
- Two years of Drupal development experience, theming & programming
- Web work-flow includes HTML, CSS, PHP/ASP, responsive web design practices & version control
- Ability to work with a brand in multiple arenas: web, print, screens, and copy writing
- Creative eye, technical mind, customer service heart

EXPERIENCE

Senior Interactive Media Specialist ■ University of Kentucky ■ Lexington, KY ■ 2011-Present

Front-end web developer working with CSS, HTML, PHP and ASP in the Communications and Marketing Department.

- Led the redesign of gattton.uky.edu from a home-grown CMS to Drupal (in progress). Configured, modified and managed the Drupal 7 installation; created themes for college use across departments, organizations and web applications including our MBA program and college calendaring system
- Developed an online, responsive version of our printed admissions viewbook for undergraduates and MBA students
- Working with the IT Director, developed and maintained an email marketing funnel which sent out over 3,000 emails to prospective MBA students. I designed the emails, helped develop content for the emails, and made sure they were sent and responded to in a timely manner
- Analyzed website analytics to determine which projects were successful and which projects needed to be reconfigured
- Managed a growing online social media community of over 4,000 followers through LinkedIn, Facebook and Twitter

Print & Graphic Designer ■ Serif Group ■ Lexington, KY ■ 2010-11

Worked as a contract designer on various print and web projects for local and national brands.

- Designed and developed themes for Wordpress
- Created email campaign for a national carpet cleaning company which included A/B testing, field placeholders, headline writing, design, HTML coding and email client testing
- Re-branded a local construction company, interior decorating company, online security organization and others and created new logos, identities, brochures, stationery, and websites

Graphic Designer ■ Follett Educational Distribution Group ■ Lexington, KY ■ 2007-09

Produced over 75 print and web projects annually for seven divisions of the Follett Corporation.

Projects include: logos, sell-sheets, brochures, stationery, direct-mail collateral, magazines, catalogs, websites and trade-show signage.

- Designed email blast that received a Gold Award from MarketingSherpa for Best Promotional Message – Direct Sale or Lead Gen Offer. The email received a conversion rate of 17% and an ROI of 8200%
- Concepted and organized the “FEDG TownHall” intranet site, determined editorial content and editorial timelines, contacted writers, and developed job-related resources for internal employees. Designed and coded intranet site using HTML, CSS and PHP
- Coordinated with BWI marketing department and copywriters to design and produce, *TitleTalk*, a 24-page public library resource magazine, reaching over 10,000 librarians
- Supervised and art-directed two freelance designers on various print and web projects



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EXPERIENCE CONTINUED

Graphic Designer ■ Asbury Theological Seminary ■ Wilmore, KY ■ 2002-07

Designed print and web materials for the admission, development, student life and academic offices, and oversaw the printing process from initial estimates, bidding, design, proofing to final delivery. Promoted from Communications Assistant (2002-2004) to production assistant (2004-05), then promoted to Lead Graphic Designer (2006-2007).

- Created and maintained a student web portal using the TypePad content management system, HTML, & CSS
- Art-directed and produced four issues of *The Asbury Herald*, reaching an audience of 18,000 alumni and donors; made artistic decisions based on magazine content, produced original art work and directed photography
- Provided editorial and production support to *The Asbury Theological Journal*, including typesetting, copy fitting and publication management, a biannual publication reaching over 1,500 theologians
- Designed, maintained, wrote and distributed a printed weekly campus calendar and newsletter, highlighting weekly events and incorporating stories from around campus
- Functioned as technical support to the Mac-based office; troubleshooting, software updates and hardware upgrades

Web Developer & Customer Service Specialist ■ Multiservice Corporation ■ Overland Park, KS ■ 2001

Collaborated with a team of Perl programmers to code nostalgia and gaming store-front websites using standards-compliant HTML & CSS.

- Increased product sales by 40% with effective website redesign and prompt technical and customer support

Assistant Graphic & Web Designer ■ Southwestern College ■ Winfield, KS ■ 2000-01

Produced creative marketing materials in collaboration with senior designers, projects included brochures, business cards, newsletters and theatre publicity.

- Wrote press releases and ad copy for various college departments
- Redesigned and maintained historical website about one room school houses

Freelance Print & Web Designer ■ jeanaclark.org ■ Lexington, KY ■ 1996-Present

Works independently and with in-house art directors to complete projects ahead of schedule and within budget constraints.

- Designs websites, branding and identity systems, direct-mail collateral, and magazines, for higher-education, non-profit organizations and corporations
- Partial Client List: Asbury University, Children's Publishers Inc., Cre8tive Group, Heroes for Education, Convocation of Anglicans in North America, Follett Software Corporation, Juice Bib.

SKILLS

HTML ■ CSS ■ ASP ■ VBScript ■ PHP ■ MySQL ■ Drupal
Adobe Creative Suite ■ Adobe InDesign ■ Adobe Photoshop ■ Adobe Illustrator ■ Adobe Acrobat
Mac & PC Platforms ■ Microsoft Office Suite

HONORS

Charter Member of the Higher Education Web Professionals Association
Kansas Associated Collegiate Press Awards ■ Website design and news writing

EDUCATION

Master of Arts, Biblical Studies ■ Asbury Theological Seminary ■ Wilmore, KY ■ 2005
Bachelor of Arts, English ■ Southwestern College ■ Winfield, KS ■ 2000