

Christopher Lamlamay

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TECHINICAL

Adobe Creative Cloud
HTML5 + CSS3
Javascript
jQuery
MySQL
Ruby
Angular.js
Node.js + Express
Sinatra
Pardot
Exact Target
Mail Chimp

SKILLS

Graphic and Visual Design
Web Design and Development
Project Management
Art Direction
Marketing
Creative conception
Copywriting
E-mail Campaign
Letterpress
Etching
Screen Printing
Fashion Design
Ceramics
Painting
Illustration
Sewing

EDUCATION

Web Development Immersive

General Assembly
Completed: December 2016

Bachelor of Fine Arts

Printmaking and Visual Communications
The School of the Art Institute of Chicago
Graduated: May 2008

General Studies

Fashion Design
Savannah College of Art and Design
Attended: 2004 - 2006

Aspiring creative (junior) web developer with an extensive background in marketing communications, print and graphic design. With a strong skill set in digital and traditional mediums, I have a high aesthetic for visual design and merging it into beautiful, clean code.

EXPERIENCE

Web Development Immersive Student

General Assembly - Chicago, IL | September 2015 - Present

- > Use HTML, CSS, Javascript to create web pages
- > Design, develop and implement full-stack web applications using modern frameworks
- > Consume web APIs from third-party sites
- > Secure applications and deploy them to cloud services
- > Collaborate with a team of developers to create beautiful single-page apps
- > Test and diagnose bugs through Chrome DevTools and Pry

Marketing Specialist

CINGROUP - Evanston, IL | January 2015 - September 2016

- > Established strategic marketing plan that aligned with business goals and objectives
- > Implemented and managed integrated marketing campaigns including customer contact strategies, lead marketing tactics, webinars and in-person training programs, social and digital advertising, sales programs and tracking
- > Identified new segments to grow market share
- > Worked collaboratively with product managers to generate market-resonating value propositions
- > Crafted various direct response materials—both print and electronic
- > Delivered sales support materials including slicks, guides, email templates, etc.
- > Tracked and reported on all campaign results
- > Researched and wrote articles for various newsletters
- > Created emails, landing pages and webpages through Pardot, Exact Target and Mail Chimp
- > Coordinated software reviews for online and print publications
- > Planned, executed and attended trade shows

Marketing Specialist

Guaranteed Rate - Chicago, IL | May 2013 - May 2014

- > Developed and maintained marketing schedule and tracked monthly expenses
- > Negotiated and executed media buys for online and traditional outlets
- > Managed relationships with business partners, referral sources and vendors
- > Created and managed communications (website, social media, email, etc.)
- > Designed attractive marketing collateral (print ads, brochures, postcards, web ads, etc.)
- > Communicated to new prospects and current clients with strategic marketing B2B efforts
- > Planned, managed and hosted events

OTHER EXPERIENCES

Regional Marketing Manager | Guaranteed Rate | March 2012 - May 2013

Marketing Coordinator | Guaranteed Rate | June 2011 - March 2012

Account Coordinator | Service Payment Plan | May 2009 - April 2011

IT Coordinator | Addison Group | September 2008 - May 2009

Marketing Intern | Center on Halsted | May 2008 - August 2008

VOLUNTEER EXPERIENCES

Bedside Volunteer at Children's Memorial Hospital | October 2011 - June 2012

Lakeview Pantry | 2010 - present (seasonal)

Chicago Cares | May 2008 - present

REFERENCES

References are available upon request.