

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

Freelance Graphic Designer and Printer

Clam Design and Clam Paper Press – Chicago, IL | May 2008 – present

- > Complete various design assignments including marketing collateral (flyers, brochures, postcards), customized Facebook timelines, web banners (static and animated), etc.
- > Establish, maintain, and sustain client relationships by provided high level of customer service
- > Facilitate initial development of social media pages (Facebook, LinkedIn and Twitter)
- > Customize HTML template pages for personal/business web pages
- > Create traditional letterpress and silk-screen printing for customized graphics including Wedding/Mitzvahs/shower/announcement invites, business cards, Thank You/Holiday cards, small postcards, and handmade postal envelopes
- > Collaborate with outside vendors for printing outside traditional needs
- > Maintain, schedule, monitor creative requests to ensure deadlines are met and expectations are continuously set

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

Regional Marketing Manager

Guaranteed Rate – Chicago, IL | March 2012 – May 2013

- > Distributed projects throughout the marketing department
- > Developed and sustained relationships with the 250+ Loan Officers in East Region
- > Researched and executed new marketing collateral
- > Tracked the marketing budget and spending
- > Responsible for on-boarding all of the East Region sales team members
- > Supervised and managed various large-scale projects from creation to implementation
- > Supervised a team of 6 coordinators and 2 interns

Marketing Coordinator

Guaranteed Rate – Chicago, IL | June 2011 – March 2012

- > Wrote HTML e-mails for drip and individual campaigns
- > Customized marketing collateral through templates
- > Coordinated "Broker Open" events for clients and partners
- > Coordinated with vendors to ensure accurate production of printing orders
- > Updated daily "Apples to Apples" comparison
- > Directly assisted Regional Marketing Management Team

OTHER EXPERIENCES

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

IT Coordinator Contractor | 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, Thanksgiving 2010 - present (seasonal)

Chicago Cares | May 2008 - May 2009

REFERENCES

References are available upon request.