

# 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 junior web developer with extensive experience in marketing, communications, print, and graphic design. Strong skill set in digital and traditional mediums. High aesthetic and passion for visual design in tangent with 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.