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Hello,

This letter is to introduce myself and to let you know of my genuine interest in becoming a part of your team. The attached resume will furnish you with information concerning my overall employment background, skills, training and education. My abilities are backed up with practical experiences and knowledge.

I have a strong background and a proven track record of bringing value to a business, as well as an adept technical mind that is able to come up with innovative solutions to seemingly intractable problems. As you will note, I am highly qualified with courses in Development, Design and Digital Media and possess a great deal of hands-on expertise in many areas. Furthermore, I also possess extensive non linear skills including expertise in a variety of packages. Moreover, I have a natural capacity to quickly learn and resolve technical problems via extensive troubleshooting skills.

In each of my previous positions, I have completed my tasks with a high degree of skill and professionalism. I come to you with a track record of producing stunning, well-coded and well-designed projects that maximize user engagement, product promotion and on-line sales. Furthermore, I am a dedicated web expert who not only has knowledge of all of the tried and tested methods, but also possesses the ability to pick up new technologies easily. I am able to comply with all relevant technical standards, and have a proven track record of delivering all specified project outcomes on time, within budget and to the quality required. I enjoy nothing more than big-picture, forward thinking but am also very analytical and thorough in developing work plans and strategies. I am very much a team player and thrive in a stimulating and dynamic environment. I believe in excellence and have always dedicated myself, my talents and my creative abilities to assure the successful accomplishment of any company goals.

In addition, I have enjoyed a reputation for being a very hard-working, intelligent, and industrious individual. My motivation is to completely utilize my accumulated experience and knowledge to the fullest extent possible, by becoming a valuable asset for your organization. I would welcome the opportunity to discuss my application in more detail with you. Thanking you for your consideration. I look forward to hearing from you. Thank you,

Sincerely,

Jason Gralinski

jgralinski@me.com



JASON GRALINSKI

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CORE PROFICIENCIES:

- ⚙ HTML, CSS, JavaScript, jQuery, PHP, Bootstrap, WordPress, MySQL, Magento, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- ⚙ Lead Nurturing Workflows
- ⚙ ESP and Deliverability Tools
- ⚙ Efficient in analytical problem solving techniques.

PROFILE

An energetic, motivated and highly dynamic person with strong working skills and a broad range of hands-on and practical experiences in development and design. Expert in completing demanding assignments within crucial time-lines. Adept at piloting projects and developing new processes through ongoing work, defect resolution and enhancement solutions. Strong management skills and methodical aptitude with an innate ability in decision-making, coordinating and cultivating output. Quick learner with a steadfast career focus.

CAREER SPECIFICS

MIND MOVIES LLC
Web Developer & Email Marketing Manager
San Diego, CA
2015-2016

- ➡ Hand coded and/or Bootstrapped sites from PSDs to HTML, CSS, JavaScript, a little PHP and occasionally WordPress
- ➡ Converted a full library of static landing pages to mobile friendly responsive designs while administering and developing intelligible CSS style guides, consistent form layouts and database integrations
- ➡ Utilized continuous A/B split testing to analyze the performance of projects/sites and apply measurable improvements for 150,000 unique visitors per day
- ➡ Utilized web and browser based developer tools to rigorously test and debug for browser compatibility
- ➡ Managed a team of fellow developers and directed sites from conception through launch
- ➡ Researched and implemented best email practices for readability and deliverability
- ➡ Increased email open and conversion rates by utilizing A/B testing, lead nurturing work-flows and re-engagement sequences to a base of over 500,000 subscribers across 60 lists
- ➡ Automated segmentation of email lists based on subscriber behaviors and engagement
- ➡ Monitor deliverability of email marketing campaigns and made adjustments for optimal performance

FIDELITY NATIONAL FINANCIAL
Senior Graphic Designer & Web Designer
San Diego, CA
2006-2015

- ➡ Managed and mentored a team of quality individuals in the use of typography, fonts, website design, page layout and usability standards
- ➡ Organized daily requests and projects and delegated roles and duties among team
- ➡ Complete mastery and proficiency in the Adobe Creative Suite
- ➡ Developed and maintained clear client brand guidelines and ensured all creative deliverables had a consistent look and feel that was brand appropriate
- ➡ Created and/or conceptually contributed to a wide variety of projects including HTML pages, animated banners, small scale email campaigns, social media graphics, direct mailers, brochures, logos, complete re-brandings, magazine ads and billboards

EXPERTISE:

- ⚙ User driven design
- ⚙ Web application development
- ⚙ A/B Testing
- ⚙ Project management
- ⚙ Building functionality
- ⚙ Building templates
- ⚙ Troubleshooting
- ⚙ Bug fixing
- ⚙ Algorithms
- ⚙ Data structures
- ⚙ Maintaining data integrity
- ⚙ Web graphics
- ⚙ Plug-in integration
- ⚙ Managing crisis situations
- ⚙ Project delivery
- ⚙ Email deliverability
- ⚙ Data tracking
- ⚙ Search engine optimization
- ⚙ Non-linear marketing
- ⚙ Brand awareness
- ⚙ Targeting

EDUCATION:

TEAM TREEHOUSE

Front End Development Track
Full Stack JavaScript Track

UNIVERSITY OF ADVANCING TECHNOLOGY

Digital Media and Web Design

OAKLAND COMMUNITY COLLEGE

Computer Aided Design
and Advertising

*Reference Available
on Request*

LANDISCOR AERIAL INFORMATION Graphic Designer

Phoenix, AZ
2004-2005

- ➔ Provided clients with designs and illustration for their custom maps and collateral
- ➔ Collaborated with marketing teams to communicate effective visual strategies
- ➔ Provided clients with designs and illustration for their custom maps and collateral
- ➔ Developed and maintained a library of design assets utilized by the GIS mapping team
- ➔ Provided training and technical support for a web based graphics and map creation program

LEADERSHIP, PROBLEM SOLVING & RESPONSIBILITY

- ➔ Acuity of the Web Development industry, and new technologies.
- ➔ Developing multi-user applications within a (SOA) service orientated architecture.
- ➔ Strategically thinking through all parts of the design process.
- ➔ Knowledge of international web standards and protocols.
- ➔ Excellent analytical, data manipulation and interrogation skills.
- ➔ Experience of the full development life-cycle.
- ➔ Development of web based applications, including cross browser testing, debugging and accessibility.
- ➔ Experienced in testing software in controlled, real situations before it goes live.
- ➔ Provided a stabilizing influence and promoted an excellent environment conducive to increasing efficiency, enhancing quality

TEAM-WORK

- ➔ Participated and contributed equally while working in a group for projects.
- ➔ Ability to participate on all level of discussions and possess strong relationship building skills.
- ➔ Built effective personal relationships and networks within the team, which contributed towards achieving organizational and team successes.
- ➔ Able to explain complex technical concepts, both verbally and in writing, to technical and non-technical audiences.

ORGANIZING, PLANNING & MANAGEMENT

- ➔ Strong organizational, administrative and analytical skills.
- ➔ Recommending and implementing technological improvements and efficiencies.
- ➔ Able to develop, coordinate, delegate and plan work activities.
- ➔ Quick learner, possess a broad range of experience, highly motivated, and have the ability to work in structured and unstructured environments