

Jill Ortenberg

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DEVELOPMENT EXPERIENCE

Client Solutions Engineer (GA Apprenticeship)
Mezzobit, NY, NY
12/2014–3/2015

- Provide training and support to clients in the implementation of the Mezzobit Tag Management System (TMS) which is the entry point into Mezzobit's platform
- Supported the team at sales meetings and other diverse needs in a small startup culture

General Assembly Web Development Immersive (Graduate)
8/2014–11/2014

- Study front-end and back-end web application development concepts and technologies
- Learn and practice using programming languages, frameworks, and libraries to manipulate data and create digital things
- Scope projects with user stories and wire-framing. Built a Ruby on Rails application called "Openhouser" for my final project

CREATIVE EXPERIENCE

Interactive Designer
WebMD-Medscape (Consultant & Freelance)
7/2010–7/2011, 11/2014–Present

- Create design shells and mock-ups of HTML email and microsites for pharmaceutical clients.
- Design marketing tactics including banner ads, point-of-contacts, info-sites, eDetail aids, self-directed learning modules, self-directed speaker series, brand alerts, and email alerts

Art Director | Designer | Production (Staff & Freelance)
Centron, Showtime Networks, Medicus International, NYC & Company, DraftFCB Healthcare, Cline Davis & Mann, Harrison and Star, Grey Healthcare Group, Health Science Communications, GSW, American Institute of Physics, BBDO NY, Publicis NY, The CementWorks, Williams Lea, Euro RSCG Life, Saatchi & Saatchi Healthcare
3/1997–10/2014

- Collaborate with teams to create brand identities for launching product and strengthen established brands
- Implement brand style guidelines to create digital experiences and marketing collateral
- Create advertising campaigns and design solutions that meet the objectives of the creative brief
- Produce high fidelity mock-ups and final creative assets for web, digital, and print
- Quality control of visual materials throughout production while managing scope and timelines

Sales Producer (Freelance)
Time Inc. Lifestyle Digital Group, NY, NY
6/2013–9/2013

- Work with Marketing and Sales Managers to develop sponsored content and integrations
- Design and produce content in Time Inc. proprietary content management system (TIPS)
- QA brandscapes, site skins and rich media by working with Ad Ops Manager and PointRoll

Online Advertising Designer (Staff)
WorldNow, Long Island City NY
7/2011–2/2013

- Create online advertising campaigns for local media company clients. Develop effective campaigns that generate a high volume of click-throughs
- Interface with station's sales executives on a regular basis to determine campaign requirements, assets and timelines, and evaluate campaigns
- Responsible for all phases of campaign creation from initiation through final produced assets. Campaign assets include, Flash animated banners; static banners; animated gifs; homepage takeovers; pageskins; rich media; video; and landing pages

PROFILES

www.github.com/jortenberg
www.linkedin.com/in/jillortenberg

FEATURED TECHNOLOGIES

Ruby on Rails
REST Architecture
JSON
PostgreSQL
JavaScript
jQuery
HTML5
CSS3

PROGRAMS

Photoshop
Illustrator
Sketch 3
Flash
InDesign
Triple Triangle
Acrobat

EDUCATION

University of Arizona
Tucson, Arizona
Bachelor of Fine Arts
Major: Studio Art,
Emphasis Photography