

kelly mcclain

web | multi-media | video | print

creative services architect

Kelly McClain

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PROFILE

Results oriented with focus on quality and costs. Provides substantial cost savings by designing and creating all marketing collateral in-house. In depth knowledge and experience in front end website design and development, video shooting and editing, media rich presentations and corporate photography. Managed website re-design projects utilizing full project life cycle for deployment. Work with international divisions of organizations to create global consistency within the marketing areas. Extensive experience interacting with all levels of a global organization.

EXPERIENCE

MARKETING COMMUNICATIONS, JPMORGAN CHASE: TX / FL – 2009 - PRESENT

Content management for the Correspondent marketing website chaseb2b.com and customer resource center as well as lead creator of HTML rich emails for the B2B business. Contributes to both external and internal communications campaigns and training materials that also includes photography and video. Designs for digital applications such as email, landing pages, banner ads, social media graphical assets and infographics.

CREATIVE SERVICES ARCHITECT, BEAR STEARNS: DALLAS, TX – 2006 - 2011

Created, designed and oversaw the production of all printed and electronic Communication Department promotional marketing materials to include but not limited to, flyers, banners, posters, signage, employee event invitations, power point presentations, bulletins, newsletters and alerts. Performed as webmaster providing a complete redesign of EMC Mortgage corporate website and intranet as well as responsible for daily content updates, working closely with the Bear Stearns e-commerce group. Assisted in the development and execution of JPMorgan Chase merchandise rebranding campaign through merger by visiting assigned sites, determining size and type of merchandising fixtures best suited for each site working with the Facilities departments to establish installation dates, and traveling to assigned sites to oversee installations as needed.



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CREATIVE SERVICES ARCHITECT, OCWEN, FINANCIAL CORP: PALM BEACH, FL: – 1997 - 2006

2000 - 2006: Multi media Specialist and Creative Services Architect:

Responsibilities included conceptualizing and developing all Marketing items such as Print Media, Web Design & Programming, Video Shooting and Editing, Media rich presentations, Corporate photography and Organizing and executing logistics for marketing events (trade shows, etc.)

1997 - 2000: Web Designer / Programmer in the IT department:

Responsibilities included project management for website design and maintenance/support for Ocwen websites, both internal and external.

FREELANCE – 1997 - PRESENT

Create and provide design and media-rich website design and development, marketing collateral and social media services to various not-for-profit organizations and others.

www.streetpaintingfestivalinc.org

www.yrfund.org

www.serveprogram.com

TECHNICAL SKILLS AND PROFESSIONAL DEVELOPMENT

- Palm Beach Community College: 1995 - 1998
- Career Building training sessions both online and in class as well as various technical seminars
- Programming Languages: HTML; HTML5; Java; Coldfusion; CSS; XML and PHP
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Fireworks, Flash, Dreamweaver
- Video Editing: Final Cut Pro, Adobe Premiere, iMovie
- Audio Editing: Audio Logic Pro, Apple Soundtrack, Garageband

REFERENCES

References available on request.

