

Jeff Feith

Design | Branding | SEO

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Enthusiastic self-starter providing creative vision, project management and motivation with a strong hands on approach. Business oriented designer that can re-imagine and improve your brand. Builds effective landing pages, email campaigns and advertising. Solves complicated website navigation issues to help customers find information. Excellent understanding of search engine optimization (SEO) and search engine marketing (SEM). Strong layout and photo retouching skills with an eye for typography, color and photography. Ability to keep projects focused and on track. Team player with excellent communication and collaboration skills. Will increase effectiveness of your marketing efforts, maximize value and improve your bottom line.

Art | Creative Director

ACS, Syosset, New York, 8/2013 - present

The largest Home Show company in America.

www.acshomeshow.com

Responsibilities

- Freelance designer in charge of advertising and website design.

Art Director | Manager of Digital Assets

Telx, New York, New York, 4/2011 – 8/2013

Cloud computer company with 300+ employees and 20 data centers.

www.telx.com

Responsibilities

- Provided creative direction for branding and messaging across the entire business
- Designed and produced websites, landing pages, banner ads and printed collateral
- Unified brand across website, collateral, events and presentations
- Produced wireframes for website design and visual prototypes for collateral
- Produced corporate and sales presentations in PowerPoint
- Translated complex business ideas into effective infographics
- Designed and enforced corporate branding guidelines
- Improved visibility and impact designing trade show and event graphics
- Organized and maintained digital assets including original and PDF files
- Optimized website design and navigation for best SEO
- Increased website traffic using current SEO techniques
- Aligned SEO efforts with PPC for best results

Art | Marketing Director

Business Solution Partners, Roslyn, New York, 6/1997 - 4/2011

Technology company with 20+ employees specializing in Microsoft business solutions.

www.bspny.com

Responsibilities

- Designed and created company website, printed collateral and sales presentations
- Managed marketing department projects and promotional events
- Expanded brand awareness via email marketing and targeted landing pages
- Increased pipeline via SEO, PPC, email and direct mail
- Achieved organic "Page 1" rankings for critical keyword searches
- Conducted whiteboard meetings to better understand client business process
- Presented software solutions and conducted webinars

Art Director

Lifetime Hoan, Westbury, New York, 4/1992 - 6/1996

Manufacturer and distributor with 300+ employees of Farberware and Disney brands.

www.LifetimeBrands.com

Responsibilities

- Managed and directed staff of eight (8) graphic artists producing catalogs, package designs, advertising, sales sheets, trade show signage and posters
- Created multi-page layouts for product catalogs and package designs
- Collaborated directly with CEO, Executive Management and Sales to design and produce graphic design concepts and strategies
- Produced high quality catalogs, packages, advertising and other printed collateral
- Worked directly with printers and other service providers to ensure quality was high and deadlines were met
- Supervised product photography layouts

Art Director

Winston Advertising, New York, New York, 6/1989 - 4/1992

Full service advertising agency with 10+ employees specializing in recruitment advertising.

Responsibilities

- Responsible for all graphic design services from one page ads to multi-page catalogs

Computer Skills

- Photoshop, InDesign, Quark, Illustrator and Acrobat
- Expression Engine, Wordpress, FrontPage, Constant Contact and HTML
- Microsoft Word, PowerPoint, Excel and Outlook
- Microsoft CRM, Salesforce.com, Netsuite and GoldMine
- Google Sites, Google AdWords, Google Analytics
- Dropbox, Basecamp, Asana and Projecturf
- Proficient in Mac and PC

Personal and Professional

- Received "Star Award" (Q3, 2012), given quarterly to one employee by Telx
- Speaker at Adelphi University's 'Adelphi Apprentice' competition on 'Marketing your Online Business' and judged student competitions
- Founding father of AE Pi at Adelphi University
- iPad advocate for use in business productivity
- Avid martial artist (Taekwondo - Black belt, Kung Fu and Krav Maga)
- Audio enthusiast, loudspeaker builder, music lover and longboarder

Education

Adelphi University, Garden City, New York

Bachelor of Business Administration in Business, Minor in Graphic Design, 1988