



doug wade +
creative marketing technologist

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Digital Associates,

With the surge of new technologies and the blending of traditional marketing, I remain on the cutting-edge of business solutions. Using traditional marketing practices alone are no longer effective. It takes a creative individual, with new and old media-blending know-how, to successfully leverage a company's full potential.

For over 20 years I have used my professional marketing expertise, both in print and web design, to help businesses grow. Implementing content management systems, Saas, UX/UI design, digital marketing, and the newest social media strategies, were just a few of the skills that I've used to create digital solutions. B2B, B2C, retail, manufacturing, technology, healthcare, ebusiness, government, and non-profit sectors have reaped the benefits of using blended media.

If you need an innovator that brings it all together, both traditional and innovative marketing solutions, I welcome an opportunity to speak with you.

Contact me for an interview by calling (937) 620-7839 or by email dwade@dougwadedesign.com.

Sincerely,

Doug Wade
Creative Marketing Technologist
(937) 620-7839



Profile

- Highly creative in web, mobile, and print design
- Professional background in marketing, graphics, and Internet technologies
- Expertise in Adobe, Microsoft Office, and social media applications
- Confident team leader and independent worker

Experience

June 2009 – Present ... *Doug Wade Design (Dayton, Ohio)*

Creative Marketing Technologist: Providing direction and support for Fortune 500 and mid-market companies with lead generation, lead capture, email marketing campaigns, integration of all business systems utilizing API's to connect web, ecommerce, business analytics, and social media "best in class" practices. SEO/SEM strategy for internal and external customers, presentation, and sales support, UX/UI planning and execution for websites, ecommerce, and email initiatives. Content management services utilizing top CMS applications in the industry. I am currently seeking new work as a UX/UI designer, web, social media, mobile apps, SEO/SEM or something in the creative, marketing and technology field.

February 2011 - Present ... *Sinclair Workforce Development (Dayton, Ohio)*

Adjunct Adult Course Instructor (Part Time): Teaching Adobe Creative Suite (InDesign, Photoshop, Illustrator, Flash and Dreamweaver), Microsoft Office (Outlook, Word, Excel, and PowerPoint), and social media applications (Facebook, Twitter, Skype, and LinkedIn).

January 2011 – June 2011 ... *Warren County Career (Lebanon, Ohio)*

Adjunct Adult Course Instructor (Part Time): Teaching Adobe Creative Suite (InDesign, Photoshop, Illustrator, Flash, and Dreamweaver), Microsoft Office (Outlook, Word, Excel, and PowerPoint), and social media applications (Facebook, Twitter, Skype, and LinkedIn).

April 2007 – June 2011 ... *Greene County Career Center (Fairborn, Ohio)*

Adjunct Adult Course Instructor (Part Time): Teaching Adobe Creative Suite (InDesign, Photoshop, Illustrator, and Dreamweaver), Microsoft Office (Outlook, Word, Excel, and PowerPoint), and social media applications (Facebook, Twitter, Skype, and LinkedIn).

August 2005 - November 2009 ... *10 Curtains Media (Xenia, Ohio)*

Media Services Director: Concept, design, development, and installation of marketed web solutions including e-commerce sites, print, SEM/SEO/CMS, and client training. Art, photo, and video direction for various customers. UX specialist in education, healthcare, non-profit, B2B, and B2C customers. Management and coordination of ten in-house teams and freelance staff. (This company was sold to Dayton Imaging Solutions in November of 2009.)

December 1994 - October 2005 ... *Wade Design (Dayton, Ohio)*

Partner and Creative Director: Collaborate with programmers and design teams in developing corporate identities, web, and e-commerce site design, SEO, SEM, image branding, training, print purchasing, and photography direction. Specialized in B2B, B2C, and non-profit customers.



April 1985 - November 2009 ... *Self Employed (Dayton, Ohio)*

Digital Consultant: Worked for various ad agencies as a part-time freelance artist and service provider: Hafenbrack Communications, Penny Ohlmann Neiman, WCH Marketing, Sabatino & Day, Justice & Young Advertising, Chisano Marketing, Carlson Marketing Group, Bing Design, Turner Advertising, Selke Design, Yeck Brothers, Catalyst Creative Partnership, Concept Company, The Marketing Formula, Graphica, NEO Communications, and O'Neil & Associates.

May 1993 - December 1994 ... *Oppenheim, Herminghausen, Finley & Bergman, Inc. (Dayton, Ohio)*

Art Director: Design, photography direction, print purchasing, and custom illustration.

March 1991 - May 1993 ... *Western Ohio Pizza, Inc. dba Domino's Pizza (Dayton, Ohio)*

Marketing Consultant: Design, print purchasing, coordinate local and national promotions for 38 local stores.

April 1988 - March 1991 ... *Stephens Advertising, Inc. (Dayton, Ohio)*

Art Director: Design, photography direction, print purchasing, and custom illustration.

October 1984 - April 1988 ... *Carlson Marketing Group/E.F. MacDonald (Dayton, Ohio)*

Design, Layout, and Presentation Director: Art direction and design/layout for incentive campaigns. Provided 3-D displays and custom promotional graphics.

Organizations

November 2010 - Present ... *Dayton Creative Syndicate (Dayton, Ohio)*

Adobe User Group Coordinator/Executive Board (Volunteer)

- Coordination of local events, speakers and seminars for Adobe Systems.

Education

- Acquiring a PLA/Bachelors Degree in Marketing from Thomas Edison State College - (New Jersey)
- Associates Degree from Central Academy of Commercial Art - (Cincinnati, Ohio)
- Certificate in Business, Marketing, Presidents Course & Advisory Boards: Aileron - (Dayton, Ohio)
- Certificate in HTML programming and digital pre-press training - New Horizons - (Dayton, Ohio)
- Certificate in Adobe Photoshop: Ohio Institute of Photography - (Dayton, Ohio)
- Certificate in Macintosh Survival Course: Data Tech Institute - (Cincinnati, Ohio)
- Graduate of Meadowdale High School - (Dayton, Ohio)



Software & SaaS Experience

Graphic Design

Adobe Creative Suite CS5
Adobe Photoshop CS5
Adobe Illustrator CS5
Adobe InDesign CS5
Adobe Acrobat

Web Development

Adobe Dreamweaver
Adobe Flash
Joomla (CMS)
Drupal (CMS)
Wordpress (CMS)
Dot Net Nuke (CMS)
Microsoft Frontpage/Expression Web
Interspire Website Publisher
CMS Made Simple
Wufoo Forms

Ecommerce

Interspire/Big Commerce
Magento
Ebay
Amazon

Business

Microsoft Office
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Publisher

Analytics

Google Analytics
SEOMoz
SEMrush
SEO Powersuite
Advanced Web Ranking

Email Marketing/Lead Generation

Exact Target
Constant Contact
MailChimp
Imail
Bronto
Marketo

CRM

Salesforce
SAP Business By Design

Social Media

Facebook
Twitter
LinkedIn
Google+
Skype

Web Hosting

Bluehost
Host Gator
Rackspace
GoDaddy