

JODI NIZIN LOGAN

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OBJECTIVE

To obtain a position within an innovative organization that will best utilize my creative skill set of graphics, especially those that are concentrated in the design, development and publication for internet websites and emarketing.

EXPERIENCE

1997 - present Freelance Tampa, FL
Graphic Artist/ Web Designer

Designed, developed, executed, hosted and maintained the construction of multiple functional websites and a variety print media.

www.ayomideinc.com
www.costaricaorchid tours.com
www.pureeasywater.com
www.abszonemart.com
www.chriscahn.com
www.csoutsource.com
www.performancebasedmailer.com
www.aylabrooke.com
www.natureontherocks.com
www.whisperingoaksequestrian.com
www.sleepwakemiami.com

2008 - present GRANDmagazine.com St. Petersburg, FL
Email Marketing Manager

Create, develop and implement all email messages and campaigns for hard sells, monthly publication distribution, advertisers and newsletters.

Maintain customer/prospect database and all liasons with Email Service Provider.

Develop and maintain all email reports on deliveries, open rates, click through stats, etc.

2005 - June 2008 Chain Store Guide - Lebhar Friedman Tampa, FL
Product Manager - eMarketing

Created and implemented the direct email marketing for 50 different products, sending out to over 100,000 people weekly. 2007 sent to over 2.7 million people in 600+ email campaigns. ROI was 4723.12% 2006 Totaled over 400 unique campaigns to over 786,000 email addresses. Overall ROI on emails was 4219.77%.

Developed monthly reports based on stats received, opt outs, open rates, etc. Pulled all daily reports from email service provider .

Added average sales of \$30,000 per month from email marketing efforts. Overall 2007 increased sales 10.2%; 2006 increased sales 9.5%.

Created and maintained all web advertising relationships and creative's including banners, tiles, leader boards etc.

Sold website advertising and tracked all efforts by creating weekly reports; including assisting in setting up corporate partnerships.

Created and maintained all web pages.

Created 2 microsities from start to launch. Topcompanyprofiles.com and CSGTechData.com

Created multiple direct mail print pieces including brochures, postcards, die-cut promotional pieces, and flyers.

Websites:

www.chainstoreguide.com
www.leadingchaintenants.com
www.csldataintel.com
www.CSGTechData.com
www.TopCompanyProfiles.com

2004 - 2005 KW Media Group Oldsmar, FL

Web Developer

Aided in the design, development, execution, and maintenance of 22 websites averaging almost 20,000 pages each; solely responsible for the weekly updates from all contributors for the three largest websites.

Responsible for the web advertising in ways of creating the online graphic ad and tracking traffic within a PHP Ad Manager.

Editor/ Proofreader for both HTML and PHP pages.

Answer member e-mails pertaining to the technical functionality of the 40,000+ page website for The National Association of Photoshop Professionals (NAPP).

Design, develop, execute and manage over 20 e-mail campaigns in HTML and XHTML; weekly scheduling to an average of 20,000 addresses.

Maintain communication with all web writers in regards to articles, tutorials and reviews; responsible for receipt of payments.

Websites:

www.photoshouser.com
www.photoshouser.com/members
www.planetphotoshop.com
www.layersmagazine.com
www.photoshopelementsuser.com
www.kelbytraining.com
www.photoshopworld.com
www.photoshophalloffame.com

2003 Eva-Tone Clearwater, FL

Independent Contractor Graphic Designer

Worked on a team that designed, edited and updated over 12,000 websites for McGraw-Hill.

Updated over 3000 of the websites daily.

Worked on numerous special projects in support of various manufacturing operations.

Trouble shoot and resolve specific site issues.

2000 - 2001 Space Age Services Palm Harbor, FL

Web Developer/ Graphic Artist

Created multiple template designs for upcoming websites.

Produced and implemented print ads and logo designs.

Editor/ Proofreader for both HTML and ASP pages.

Worked in team environment to construct the redesign of a major international website.

1999 - 2000 HumaneSocietyAdoptions.com Tampa, FL

Web Administration/ Graphic Design

Designed and maintain website including graphics and html.

Created and maintained analysis for marketing

Created numerous banner advertisements.

1999 – 2000 Petsamerica.com Tampa, FL

Database Management/ Digital Photographer

- Set up digital studio and completed photo project for 530 individual products.
- Created and maintained multiple manufacturer spreadsheets.
- Helped to maintain website and created banner advertisements.
- Data entry and maintenance for all product information for over 7000 products.

EDUCATION

1993–1995 University of South Florida Tampa, FL

Completed 64 hours with a major in Mass Communications.

1995–1996 Hillsborough Community College Tampa, FL

AA in Mass Communications.

1996–1998 University of Tampa Tampa, FL

Completed 16 hours in the Computer Graphics program.

SKILLS

Adobe Photoshop CS3, Illustrator CS2, ImageReady CS3, InDesign, AcrobatCS, Pagemaker, Dreamweaver, Quark, FrontPage 99, 2000, Homesite, Miva Merchant (e-commerce), Corel, FTP Applications, Windows 3.1, 95, 98, ME, 2000, XP, Vista, Mac OS 9 and 10, Microsoft Office 2007 and XP (Excel, Outlook, Word, PowerPoint), Internet Explorer, Netscape Navigator and Communicator, Opera, Safari, Mozilla FireFox, HTML, XHTML, CSS and some experience with ASP, PHP, CFM and java.

ASSOCIATIONS

National Association of Photoshop Professionals (NAPP)

Direct Marketing Association (DMA)

Email Experience Council (EEC)