

JEN DARRAH

DESIGNER & DEVELOPER



484.363.1078



JEN@JENDARRAH.COM



JENDARRAH.COM

TECHNICAL SKILLS

Proficient in Mac OS X, Adobe Creative Suite, HTML, CSS, Responsive Design, Web Standards, User Experience, JavaScript, jQuery, ActionScript.

Applied knowledge of the following content management systems and marketing software: Marketo, Wordpress, Expression Engine, Magento, Joomla, Drupal.

FREELANCE EXPERIENCE

MARCH 2011 – PRESENT

Clients Include: Taste 4 Travel, Project Management Institute Educational Foundation, Adult Congenital Heart Association, National Foundation for Celiac Awareness, Brennan Technology Services, Grand Forks Montessori Academy, Anjer Inc., Infinity Global Connections

Responsibilities: Consult directly with clients to design and develop various print and web collateral.

HONORS & AWARDS

Multimedia Campaign or Project:
Job Fair Site Redesign
First Place | Merion Matters

Special Project:
Social Networking Launch Design
Second Place | Merion Matters

Communication Design Interactive Design Award for Outstanding Achievement in Interactive Design
Winner | Kutztown University

Karen Anderson Memorial Award for Outstanding Graduate in Graphic Design
Nominee | Kutztown University

EDUCATION

KUTZTOWN UNIVERSITY

Kutztown, Pennsylvania

Bachelor of Fine Arts, May 2005
Communication Design

QUALIFICATIONS

Highly motivated and enthusiastic creative professional with more than ten years of experience. Detail-oriented and organized, with excellent leadership and art direction skills. Vastly experienced in management of staff as well as hands-on responsibilities related to web design and development, print design, editorial design, branding, advertising and content marketing.

FULL-TIME EXPERIENCE

DIRECT ENERGY SOLAR | NORRISTOWN, PENNSYLVANIA | COLUMBIA, MARYLAND

BRAND MANAGER | AUGUST 2014 – PRESENT

Responsibilities & Accomplishments: Conceptualization of ideas and messaging with the goal of establishing unique brand identity within a competitive solar market. Establishment of a content marketing plan executed through various creative formats, including a complete website redesign. Coordination of marketing promotions and lead support of aggressive marketing initiatives — web, print, email, paid media — to drive lead generation and conversion while constantly testing performance. Management of internal design resources and external agencies to assist in the creation and implementation of creative assets consistent with company branding as well as ongoing design and development of web and print assets. Management of a team comprised of Astrum Solar and Direct Energy colleagues to conduct comprehensive rebrand of Astrum Solar to Direct Energy Solar.

CREATIVE SERVICES MANAGER | NOVEMBER 2013 – AUGUST 2014

Responsibilities & Accomplishments: Management of all in-house design materials and developmental resources with daily oversight of external design and paid media agencies to assist in the creation and implementation of creative assets consistent with company branding. Creation, development and preservation of complete company branding while making assets mobile-friendly and providing support of aggressive marketing initiatives including web, print, email and paid media.

WEBMASTER | OCTOBER 2012 – NOVEMBER 2013

Responsibilities & Accomplishments: As the lead in-house design and development resource, responsible for designing and implementing all branded assets. Development and management of all aspects related to company branding. Designed and developed all internal and external web initiatives, maintained complete design and functionality of company website, creation of all online, email and print campaigns.

MERION MATTERS | KING OF PRUSSIA, PENNSYLVANIA

WEB DESIGNER | MAY 2007 – OCTOBER 2012

Responsibilities & Accomplishments: Development of creative solutions for editorial and e-commerce websites under the ADVANCE brand. Design lead for the ADVANCE Healthcare Shop e-commerce website, ensuring consistency for all promotional web materials while art directing a team of designers. Worked directly with in-house print designers and editorial teams to design, develop and implement new initiatives on editorial websites and corresponding social networking pages.

JUNIOR WEB DESIGNER | JUNE 2005 – MAY 2007

Responsibilities & Accomplishments: Creation of assets for editorial and e-commerce websites under the ADVANCE brand, from color-correcting product photography for the ADVANCE Healthcare Shop e-commerce website to designing graphics in support of editorial content.