

ARTHUR BROWN JR.

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OBJECTIVE

Obtain a web developer position to energize the whole business process and add quantifiable value to the company's bottom line.

SUMMARY

Versatile, creative marketing professional with significant and progressive experience in designing and producing pieces, which communicate a strong message. Background includes graphic design for print ads, web graphics, web sites and management of advertising campaigns. Mastered communication and presentation skills with various media. A capable leader with the ability to communicate and motivate diverse groups. Self-starter, innovative and goal oriented team player.

PROFESSIONAL EXPERIENCE

DIRECTORY ONE, Houston, TX 2008 -Present
Search engine marketing and web design firm.

Web Design Coordinator

Distribution and coordination of web design projects.

- Distribute work to web design team.
- Coordinate web design efforts with other departments.

DIRECTORY ONE, Houston, TX 2006 - 2008
Search engine marketing and web design firm.

Web Designer

Designed, and assisted with optimization of clients web sites.

- Designed search engine friendly web sites for clients utilizing CSS.
- Added key phrase rich content to client web sites.
- Assisted with optimization of client web sites.
- Created dynamic content via Flash for client web sites.

EXHIBIT EXPRESS, LP, Houston, TX 2005
Consulting firm specializing in graphics and database design for litigators.

Marketing Manager / Litigation Graphics Consultant

Redesigned and maintained company web site as well as all promotional material in addition to producing graphics for litigators.

- Redesigned company web site adding more dynamic components such as Flash movie, as well as updating information on company including company portfolio.

- Managed company-advertising efforts. Established account with Google adwords, in addition to writing text ads and designing image ads.
- Resulting in higher click through rate for ads.
- Designed postcards for use in mailing campaign. Resulting in greater exposure for company.
- Redesigned company business cards.
- Managed DVD mailer campaign. Redesigned cover for DVD as well as layout of introductory letter, which was mailed with DVD to former, current and potential clients.
- Designed graphics for use during arbitrations, mediations and trials by litigators. Worked closely with litigators to establish most effective way to communicate their story.

OFFICEMAKERS, INC., Houston, TX

2002-2005

Company specializing in refurbished cubicles, refurbished office furniture and new office furniture provided to the consumer at a discounted price.

Marketing Director

Designed all company web sites, promotional material, print ads, postcards as well as managing advertising budgets.

- Redesigned all company web sites resulting in an increase in visitors by 10%. Use of Flash and CSS resulted in more dynamic web browsing experience for the visitor.
- Redesigned company logos.
- Designed all display ads, which were shown in the Houston Chronicle. Resulted in more cohesive look to all advertising efforts.
- Lead marketing meetings. Resulting in more communication between sales department and marketing department.
- Designed all direct mail items as well as managing direct mailing campaigns. Resulting in more consistent direct mailing effort.
- Managed online advertising efforts at Google and Yahoo. Wrote all ads as well as selection of keywords. Resulting in increased traffic to web sites with an average click through rate of 0.2% on all ads.

KSMITH CONSULTING, Houston, TX

2004

Web design and network consulting firm.

Web Design Consultant (while at OfficeMakers, Inc.)

Created graphics, animations and layout of web sites for clients.

- Provided redesigned layout of Ksmith consulting web site. Resulted in a more dynamic web site through the use of Flash, and CSS.
- Provided initial design and layout of Law Firm of Roger "Rocky" Walton. Resulting in a more streamlined web site.
- Provided design and layout of BLLC web site. Resulting in an increased web presence.

AURORA ENTERTAINMENT, LLC, Laurel, MS

1999-2001

Recording and entertainment company focusing primarily on R&B and Hip-Hop music.

Marketing Director

Designed and managed company web site, promotional material as well as coordinate live events for company artist

- Designed company logo and stationary.
- Designed CD covers, posters and promotional materials for artist.
- Helped organize all events for company and artist.

EDUCATION

M.S. Communications, University of Southern Mississippi, Hattiesburg, MS 1999

B.A. Advertising, University of Southern Mississippi, Hattiesburg, MS 1997

COMPUTER SKILLS

Adobe Illustrator CS, Photoshop CS, Adobe Image Ready,
Dreamweaver MX, Flash MX, Quark Xpress,
Microsoft Word, Excel and Powerpoint

REFRERNCES

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