

Summary	Eleven years professional experience in interactive marketing, web strategy, web design and development. Best-Practices usage of search engine optimization and marketing, social media marketing, email marketing and web analytics. Eight years experience in managing a team environment. Meticulous, innovative, team-focused, and reliable.
Languages	HTML, XML, CSS, ASP, PHP, JavaScript
Software	Adobe Flash (AS 2.0/3.0), Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe AfterEffects, Coremetrics, Google Analytics, Google Adwords
Experience	<p>2007- Present Lorel Marketing Group, LLC King of Prussia, PA Director, Interactive Services / Interactive Marketing Director</p> <ul style="list-style-type: none">▪ Responsible for managing staff and day-to-day strategic / technical operations within the Interactive department▪ Develop and launch web strategies through use of web, email, search and social media channels▪ Orchestrate and manage long-term PPC and organic search engine marketing campaigns▪ Supervise and/or implement all search engine optimization activities▪ Manage numerous online advertising programs including email marketing and web-based display ad placements▪ Leverage web analytics tools such as Coremetrics and Google Analytics to determine online usage, behavioral patterns and drive strategic initiatives▪ Final technical signoff for quality assurance on all client related interactive work▪ Responsible for developing and/or approving of all budgets and proposals for incoming interactive work▪ Develop Functional Specification, and A/B Testing plans for clients▪ Led projects for leading Healthcare and Retail brands including: Magee Rehabilitation, Holy Redeemer Health System, Ohio Health System, Montefiore Medical Center, Staples, Rita's Italian Ice, King of Prussia Mall <p>2006-2007 KnowledgeStart, Inc Audubon, PA Marketing Director / Brand Manager</p> <ul style="list-style-type: none">▪ Led creative team in creative, strategic and technical processes▪ Developed "Best Practices" strategies for increasing sales of product lines▪ Translated clients' business needs into actionable marketing goals▪ Developed strategic brand concepts, voice and rationale for all KnowledgeStart products and solutions▪ Promoted courseware using WOM marketing and organic search

strategies

- Responsible for hiring, managing and mentoring all creative and technical staff
- Created custom elearning courses utilizing latest in flash-based video and actionscript techniques. Titles include: Diversity and Inclusion, Sexual Harassment Prevention and Understanding Business Ethics
- Carried out business development initiatives and account management
- Provided training to nearly 500,000 individuals in first 8 months of rollout. Clients include Pfizer Animal Health, Lockheed Martin, and Nestle/Purina

2002-2006

nGravis, LLC

Audubon, PA

Creative Director / Web Marketing Lead

- Founded company to provide custom web-based applications, search engine marketing/strategy, corporate branding and multimedia.
- Built applications centered around the user-experience. Created use-case scenarios, wireframes and site architectures
- Developed creative strategy to solve marketing and communications challenges.
- Worked closely with creative and technical group to ensure accurate message, on-brand design and overall usability.
- Responsible for presentation of web strategy and creative concepts to all clients
- Led interactive concept and strategy on pitch efforts
- Recruited and mentored creative talent
- Clients included: Pfizer, Jefferson Health System, Bon Secours Hospital, Christ Hospital, Christian Science Monitor

2001-2002

Rhoads Creative, Inc.

Exton, PA

Jr. Art Director

- Worked directly with Sr. Creative Director to develop custom web applications, corporate branding solutions, and collateral.
- Created user interfaces, wireframes and web compositions according to creative briefs
- Provided quality assurance of all creative deliverables
- Clients included: Motorola, Nintendo, EB Games, and Pitney Bowes

2000-2001

Wingspan Technology, Inc

Blue Bell, PA

Sr. Web Designer

- Contributed to client project design and development
- Developed web portal interfaces for enterprise web applications
- Created user interfaces, wireframes and web compositions according to functional and creative specification documents
- Clients included: Solucient, PriceWaterhouseCoopers, Johnson & Johnson, Lexis Nexis

Education

Tyler School of Art

Elkins Park, PA

- B.F.A., Graphic Design
- cum laude
- Rome Italy Study Abroad Program

Portfolio

<http://www.justinstauffer.com> (personal portfolio)
<http://www.justinstauffer.com/presentation/agencywork> (agency work)

Social Media Profiles

<http://www.linkedin.com/in/justinstauffer>
<http://www.twitter.com/jstauff>
<http://www.facebook.com/justin.stauffer>

References

Available Upon Request