

John P. Neidhardt IV

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Objective

Email Marketing, UI Web Designer & Developer fit for meeting and exceeding challenges to utilize over 5 years of pertinent skills for the growth of the organization. A Marketing Technology Developer who is eager, strong-minded, personable, highly energetic, and outgoing.

Summary

- Strong experience & practice of current web standards & email marketing design/segmentation
- In-depth knowledge of creating web design, comps, and wireframes to increase conversion rate
- Ability to work in a fast pace environment along core requirements and different departments
- Eager to align Email experience with development skills to enhance User Experience and

Skills

Software: Adobe Photoshop CS5, Illustrator CS5, Dreamweaver CS5, Flash CS5, Fireworks CS5, InDesign CS5, Adobe Acrobat 9+, PL SQL, Microsoft Office Programs, WordPress, dotCMS, and Omniture,

Programming Languages: jQuery, XHTML, CSS, PHP, MySQL, SQL, JavaScript

Technology: Advanced Internet, Oracle, e-mail, phone, PC, Microsoft XP, Vista, 7, & Mac OS

Experience

Email Marketing Developer, e-Dialog (eBay), New York NY

February 2011 – Present

Responsible for the development of email marketing campaigns for a Fortune 500 client with a reach over 12 Million. Advanced audience segmentation, email versioning, custom publishing, data integration, and email reporting (click rates, conversion, open rates).

- Front-end, back-end skills used to leverage technology integration and QA using current email standards (developing & troubleshooting html, css, writing sql queries alongside SOW requirements).
- Lead client-based production team to meet both internal and external business requirements.

UI Web Designer/Developer, Partsearch Technologies, New York NY **September 2006 – November 2010**

Responsible for Web User Interface design, coding, marketing email design, and print design for an Internet Top 500 company, PartStore.com. Front-end development for e-commerce marketing landing pages to increase online sales, User Experience & SEO/SEM.

- Full e-commerce site redesign to implement dynamic feature enhancements to increase conversion.
- Worked with CMO, SVP, UX Designer to optimize designs & user experience with core requirements.
- Created, designed, and optimized wireframes while building them out into full XHTML/CSS front-end design & code. Mobile UI Design, Marketing E-Mails, SEO/SEM Landing Pages, multi-variant testing.
- Designed several print advertisements for co-branded national retailers such as BestBuy, HHGregg, Circuit City, CompUSA, Nebraska Furniture Mart, BrandsmartUSA.

Sales Representative, Partsearch Technologies, Kingston, NY

July 2004 – September 2006

Experienced in Customer Service as a Sales Representative for inbound calls. Received the MVP award for proficient skills, number of sales, conversion rate, and value to the company.

Education

Marist College - Graduation 05/2010, **Poughkeepsie NY**

Advertising major, Business minor. Maintained 3.23 GPA and Dean's List recipient.