

josephHAGEN

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experience ::

Web Design Lead, E-Mail Marketing Manager & Social Media Director

Townsend Communications/MyMajors.com/KCStudio.org

Kansas City, Missouri

February 2011 to Present

Responsible for conceptualizing, designing, and coding of all websites, emails and social media for MyMajors.com, creative-outlook.com, kcstudio.org and homeinthenorthland.com. Additional duties include creating marketing strategies, composing/scheduling social media posts and communicating activation process with clients.

Creative Design Lead

Rockhurst University Continuing Education Center Inc.

Shawnee Mission, Kansas

March 2008 to February 2011

Promoted from web designer to Creative Design Lead and subsequently assumed the responsibility of brand development for the STAR12 membership product. Duties include style guide development; marketing strategy; establishing and maintaining the visual consistency of e-mail marketing; website design; print & web advertisements; and "back-of-the-room" promotion print pieces. Additionally, developed creative briefs and internal processes for creative workflow through organization.

Web Designer

PlattForm Advertising

Kansas City, Missouri

Oct. 2006 to Feb. 2008

Responsible for the concept, design and coding of numerous websites, as well as email marketing design and strategy. Worked as part of a team to solve unique marketing issues for the Career College sector, B to B marketing and lead generation. Promoted from the web design department to the e-mail marketing team after one year of service where a new leadership role was assumed with a focus on design process, team building, statistic analysis, design innovation and performance based results.

Lead Web Designer

304 Media Inc.

Boca Raton, Florida

Oct. 2005 to May 2006

Creatively led all web projects and maintained deadlines, concept execution and ensured project focus. Responsible for the design and coding of all websites as well as numerous print layout projects at this full service design and marketing company.

Lead Web Designer

On-Card Inc.

Delray Beach, Florida

Jan. 2005 to Oct. 2005

Led a design team to develop a unique identity for a new direct mail marketing company. Designed websites from concept to completion, including graphics and Flash animation, as well as direct mail marketing pieces. Directed marketing team to maintain identity continuity, marketing targets and brand building.

Graphic Designer

Lovewell Institute for the Creative Arts

Ft. Lauderdale, FL

March 2003 to Feb. 2008

Coordinated and designed all identity, website and collateral material as well as theatrical posters, flyers, brochures and set design for this non-profit theatre company. Director of Media and Design for workshops in Fort Lauderdale, the Florida Keys, Los Angeles, and Chicago in the U.S., and Oskarshamn and Linköping, Sweden. Gained large-group presentation experience and worked efficiently and accurately under tight deadlines.

Other experience ::

Web Designer - *Cherry One Web Design*, Chicago, IL - Jan. 2004 to May 2004

Art Director / Graphic Designer - *Daniel Mirror Company* - Chicago, IL - Jan 2002 to Jan 2003

skills ::

Proficient in Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, HTML, CSS, Wordpress, Adobe Indesign, Adobe Flash, and Adobe Acrobat. Experience in QuarkXPress and Microsoft Office.

education ::

The Illinois Institute of Art, Chicago, Illinois.

Graduated: Jun. 2001 in Graphic Design

University of Kansas, Lawrence, Kansas.

Dates Attended: Aug. 1998 to May 2000.