

Jed Mander

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An accomplished and motivated Art Director with a proven track record of creating impactful brand experiences in digital and print mediums. Proficient in creative thinking and problem-solving, marketing strategy, and providing design direction for teams in collaborative, fast-paced environments. A self-motivated leader known for problem solving skills, the ability to translate technical documents into visual works, and work independently on multiple projects. Considered by colleagues as an adaptable collaborator with a high degree of professionalism, leadership skills, and a positive attitude. Known for creative design knowledge, attention to detail, and the ability to solve problems with strong interpersonal skills.

Experience

SENIOR CREATIVE MANAGER

Collegis Education, Oakbrook Terrace, IL
November 2021 – September 2024

- **Art Direction:** Oversaw the design and development of all creative assets for a brand with an annual revenue of \$75M, ensuring adherence to messaging standards and strategies.
- **Engagement and Lead Generation:** Led the design process of the corporate website through a complete platform migration (350+ pages), new information architecture, comprehensive content strategy, and rebranded messaging. This increased overall site engagement rates from 50% to 87.5% and RFI form fills by 237%.
- **Strategic Messaging:** Collaborated with team members, subject matter experts, executives, and sales on integrated content marketing campaigns.
- **Email Campaigns:** Led initiative to integrate Litmus email builder into the organization's Marketo instance, resulting in email campaigns with average open rates above 20%.
- **Organic Search:** Worked closely with SEO teams to implement strategies leading to a 24% increase in organic traffic, CTR of 52%, and increasing website engagement rates of organic traffic from 22% to 91%.
- **Branding:** Oversaw the design and implementation of two corporate rebrand initiatives.
- **Team Management:** Managed contracts, budgets, and communications with 3rd party vendors.

CREATIVE DIRECTOR

Inte Q, Oakbrook Terrace, IL

January 2021 – July 2021

- **Creative Direction:** Led the creative process from ideation to execution of multi-channel projects including website UX/UI layout, A/B testing of landing pages, social media channels, blog posts, banner advertising, print, and email marketing campaigns.
- **Design:** Designed visually engaging interfaces, reports, and charts for a proprietary SaaS data visualization reporting platform, as well as presentations for clients and in-house initiatives.
- **Team Collaboration:** Worked with account teams to develop creative briefs and marketing plans for client sales efforts.
- **Lead Generation:** Developed creative assets for account-based and intent-based marketing initiatives, increasing Marketing Qualified Leads by 150%.
- **Branding:** Authored the corporate brand guidelines to ensure consistent presentation throughout all marketing materials.

FREELANCE DESIGNER/ART DIRECTOR

Pixelated Space, Inc., Plainfield, IL

August 2004 – January 2021

- **Freelance Design:** Designed impactful websites, landing pages, emails, logos, print campaigns, videos, and digital experiences for a wide variety of clients.
- **Branding:** Rebranded a nationally recognized healthcare provider who experienced a \$34M increase in growth over a 6-year period.
- **Email Campaigns:** Developed client email campaigns including one that achieved 24% year-over-year growth with an average open rate of 33%.
- **Management:** Oversaw all aspects of day-to-day business operations including sales, training, client interaction, project scheduling, bookkeeping, and interacting with vendors.

WEB DESIGNER & DEVELOPER, COLDFUSION APPLICATION PROGRAMMER

ImagineThat, Warrenville, IL

December 1999 – August 2004

- **Agency Designer:** Designed interactive web sites, banner advertising campaigns, Adobe Flash applications, and distributed media for clients including Coca-Cola, Toyota, McDonald's, Verizon, and GMC.
- **Email Marketing:** Managed the design and deployment of all agency email marketing campaigns.
- **Strategic Collaboration:** Participated in brainstorming sessions to develop innovative creative ideas and participated in client presentations.
- **Application Development:** Programmed data-driven applications using ColdFusion, MS SQL Server, and MySQL.

Skills

Design & Development:

Graphic, Interactive, and Print Design
Typography, Color Theory
Art Direction
User Interface and User Experience Design
Responsive Design
Banner Advertising
Video Production
Motion Graphics
Email Design and development
Branding
SEO

Business:

Client Management
Creative Development
Corporate Marketing & Communications
Channel Marketing
Direct Marketing
Strategic Project Planning
Creative Team Management

Software & Languages:

Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Premiere Pro, Adobe After Effects, Adobe XD)
Web-based Development Tools (Figma, Sketch)
Project Management Tools (Teamwork, Basecamp, Asana)
CMS Platforms (Wordpress, Joomla, Wix)
CRM Software (Hubspot, Salesforce, Mailchimp, Constant Contact, Litmus, Adobe Marketo)
Relational Databases (Microsoft SQL Server, MySQL, Access)
Microsoft Office (Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Microsoft Outlook)
HTML/HTML5, CSS/CSS3, JQuery/Javascript, Coldfusion, SQL

Education

Bachelor of Science, Communications
Northern Illinois University
DeKalb, IL

Associate of Arts
College of DuPage
Glen Ellyn, IL