



## **Michael J. Volkmar**

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### **QUALIFICATIONS:**

- Web and interactive multimedia development including concept, content, information architecture, storyboard, client contact, design and execution.
- Work extensively with multiple CMS platforms large and small.
- Troubleshoot technical issues and provide solutions.
- Art directed and designed multiple on-line banner campaigns.
- Copy writing for proposals, Web content, presentations and project descriptions.
- One on one client contact, instrumental in sales pitches and maintaining client relationships.
- Developed templates and designs for email marketing and newsletters.
- Extensive corporate communications experience, specializing in business presentations and meeting collateral for corporate events, training seminars, sales and financial meetings.
- Art directed and/or designed music CDs, DVDs, promotional print media and package designs.
- Developed logos, style guides and corporate image for a diverse clientele.
- Directed artists, programmers, photographers, copywriters, videographers and narrators.
- Proficient on PC and Mac platforms.

### **TOOLS:**

HTML, CSS3, Dreamweaver, Photoshop, Illustrator, InDesign, Fireworks, Acrobat, PowerPoint, Gimp, Inkscape, Flash, Swish, Quark Express, Office and utility programs.

### **EMPLOYMENT:**

**Jurlique** - Irvington, NY/Santa Monica, CA

July 2009 - December 2013

*Web/Email Developer*

- Maintain three company Web sites for U.S., Australia and United Kingdom built on the Venda platform. Advanced training saved the company money and time to bring new features online.
- Facilitated design re-launch and the eventual migration to a new e-tail platform.
- Instrumental in building, delivering and supporting the largest promotion in the company's history when featured on the TODAY Show - resulting in 20,000 sales in 24 hours.
- Built and delivered email campaigns. Maintained and updated email lists.
- Best SEO practices implemented.
- Provide assistance to our customer service teams and social network accounts.
- Review site data and performance through reports, Google Analytics, Keynote and personal data analysis. Discovered and identified cases of fraud.

**World Wrestling Entertainment** - Stamford, CT

August 2002 - April 2009

*Art Director & Freelance*

- Developed email/newsletter templates for marketing.
- Created thousands of banner ads promoting PPV events, merchandise and cable programming.
- Designed logos and wrote accompanying style guides for events, talent and divisions.
- Maintained art bank for licensees.
- Executed print projects & campaigns, package design, postcards, sell sheets, magazine ads, posters and apparel from design through retouching and final production.
- PowerPoint presentations for CEO Linda McMahon, sales, financial, HR and promotions.

## **Freelance**

**Metal Mayhem Music** - Art director/webmaster, album packaging, logos, magazine ads, Web designs, maintain two domains, 6000+ item catalog/shopping cart.

**Day Design, Inc.** - Web site design, promotional tools, interactive sales presentations.

**M. Mancini/North American Breweries** - National sales meeting presentation support.

**The Luxury Institute** - Web site implementation and support.

**Fear No Ad** - Produce magazine ads, posters, packaging and assist in TV commercial direction.

**Underground Quality** - Site design, shopping cart implementation and customization.

## **EDUCATION:**

**Paier College of Art** - Hamden, CT - BFA in Graphic Design

**Venda Ace Training** - Venda e-commerce platform training for developers.

**Venda Tag Training** - invitation only training for a deeper knowledge of the platform.

**Advanced Photoshop** - Techniques for advanced users.

## **CLIENTS PRODUCED FOR:**

Smith & Wesson, International Aero Engines, Sierra Marine, The Luxury Institute, MTU Aero Engines, Gestetner/Savin, Labatt USA, PepsiCo, Cadbury Beverages International, Fortune Brands, Neurogen, Andy Awards, TBWA Worldwide (Chiat-Day), Thomcast, Metal Mayhem Music, Citicorp, Clinical Dynamics, Intrinsic Music Group, Underground Quality, Westbrook Block, UPS.

## **VOLUNTEER:**

- Pups Without Partners Greyhound Adoption Webmaster
- Boy Scout Troop 239 Committee Member and Webmaster