

JASON C. ROACH

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EXPERIENCE (CONTINUED)

November 2000 – March 2010

The Berry Company

Hudson, Ohio

Graphic Artist / Creative Services

- Developed concepts and executed the creative for pieces including logos, sales visuals, brochures, magazines, posters, presentation materials, trade show exhibits and other print media
- Developed, designed and maintained effective web sites, landing pages and e-mail newsletters
- Collaborated with clients, marketing staff and production employees to ensure that completed projects best met the needs and requirements of all interested parties
- Designed, coordinated, proofed and performed prepress on directory covers and cover advertisements

November 1998 – November 2000

Alltel Publishing Corporation

Hudson, Ohio

Layout Artist / Department Trainer

- Created effective print advertisements, mastheads and banner ads in a fast-paced production environment
- Led department in average ads completed per day, above and beyond company expectations
- Proofed all completed ads for accuracy, earning a department-leading average accuracy percentage while maintaining production standards
- Trained new employees and cross-trained current employees who performed other functions
- Received recognition from colleagues and superiors for excellence and helpfulness

TECHNOLOGICAL SKILLS

- Adobe Acrobat CC
- Adobe InDesign CC
- Microsoft Word
- Adobe Dreamweaver CC
- Adobe Photoshop CC
- Microsoft Excel
- Adobe Illustrator CC
- Adobe Premier Pro CC
- Microsoft Powerpoint

Knowledge and familiarity with Bootstrap, CSS, HTML, PHP, JavaScript, jQuery and XHTML. Experience in setting up and maintaining web hosting servers. Skilled at writing custom themes for and working within a WordPress environment as well as other content management systems. Ability and eagerness to learn new software, skills and processes quickly.

EDUCATION

1993–1998

Youngstown State University

Youngstown, Ohio

- B.S./Business Administration, Magna Cum Laude, Advertising and Public Relations
- G.P.A.: 3.75; Major G.P.A.: 3.9