Jeremy Mellon

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jeremymellon.com

Education

Brand Identity

School of Visual Arts

NEW YORK, NY,
JANUARY 2017 - APRIL 2017

Front-End Development

General Assembly

NEW YORK, NY,
SUMMER 2015

BFA, Graphic Design

The Savannah College of Art and Design

SAVANNAH, GA ,
MARCH 2013

Skills and Software

Skills

HTML email development
and design, Email marketing,
CSS, HTML, Javascript, Ampscript,
Brand identity, Page layout,
Grid systems, Typography,
Information design, Semiotics,
UI design, Wordpress, Drupal

Software

Dreamweaver, Sublime Text,
Eloqua, Marketo, Mailchimp,
Klavio, InDesign, Illustrator,
Sketch, Photoshop

Professional Experience

TD Ameritrade

Email Developer JULY 2019 - PRESENT

Responsible for designing/developing new modular email template system and template library. Creating and deploying day-to-day email campaigns. Coordinating with SMEs to plan email calendar and proof email drafts. Putting together email analytics reports. Cross-platform email testing. Implementing an IP warming strategy for email schedule.

Creative Circle

Freelance Email Developer & Graphic Designer MARCH 2019 - PRESENT

Design and develop HTML email. Graphic design services such as print collateral, branding, digital ads, social media banners.

Yes Marketing

Email Developer DECEMBER 2017 - JANUARY 2019

Responsible for designing/developing Bed Bath & Beyond emails. Working on-site with Bed Bath team to mentor how to use Yes' modular email template system. QC/troubleshoot files before deployment. Provide link table and link names to help ESP assign final links before deployment.

Kantar Media

Regional Designer for North America Sector JANUARY 2016 - DECEMBER 2017

Responsible for managing brand identity and assets in North America for Kantar Media. Coordinate with other regional designers globally to insure a consist brand and further develop brand language. Other responsibilities include: marketing collateral, environmental graphics for events, publication advertisements and digital ads.

Designer NOVEMBER 2014 - DECEMBER 2015

Visual identity management, information design, marketing collateral, landing pages, web page layout, quarterly report layout, and HTML emails.

Design Intern JUNE 2014 - OCTOBER 2014

Infographics, sales sheet template design, print and web advertisements.

Recess

Designer & Developer SEPTEMBER 2013 - PRESENT

HTML emails, Wordpress management, forum implementation, social media banners, environmental graphics.

Graphic/Web Design & Development Intern JUNE 2013 - AUGUST 2013

Recess re-branding including general aesthetic, web site development, and business cards. In addition, client decks, poster designs, HTML emails, and social media ads.