



Darryl Donnell Wesson Jr.

316 213th Street, Carson, CA 90745

310.999.8775

iamdarryld@gmail.com

Online Portfolio <http://iamdarryld.wesson.tech>

LinkedIn <https://www.linkedin.com/in/iamdarryld/>

OBJECTIVE

Seeking a highly motivating, challenging position in Web Graphic Design/ Developer where my skills and experience will be utilized, offering upward mobility.

SUMMARY OF QUALIFICATIONS

Web Graphic Designer/. Developer with over 20 years of experience in graphics, web development, marketing and management; Proficient in web development technologies including (hand-coding) HTML, CSS, JavaScript, PHP, ASP, MS SQL & MY SQL; Adept in graphic design concepts and print for corporate, entertainment, and industry standards; Evaluating market trends, online marketing and ecommerce, SEO, AdWords, site optimization, affiliates, web traffic, banner exchange, and TV/Radio broadcasting.

TECHNICAL SKILLS

Programming Language

- (X)HTML 5, Cascading Style Sheets, JavaScript, DHTML, PHP, SMARTY PHP, ASP, XML, ActionScript, IDX Integration

Operating Systems

- Unix, Linux, MAC OS X, Windows 98/NT/2000/XP/VISTA/Windows 7/Windows 10

Applications / CMS Systems

- AEM, XD, Sketch, Microsoft Office, Adobe Creative Suite Joomla, JIRA, Premiere, Visio 2003, Go Live, Corel, Bryce, Sound forge, Canva, After Effects, Final Cut, QuarkXPress, Front Page, MS SQL, MY SQL, Microsoft Enterprise Manager, SAGE Mas 90 & 200, Protools, Bigcommerce, Shopify, WooCommerce, Magento, WordPress, Drupal, Oscommerce, Basecamp, AWS Cloud, AWS Devops Alexa Analytics, Google Analytics, Bing Webmaster, Google Webmaster, AWS API

Marketing

- Writing / Publishing content for digital / printing marketing materials on social media platforms such as: Facebook, Twitter, Instagram, LinkedIn, Reddit, Blogger, Medium, Pinterest, and Tick-Tok. Created and deployed monthly newsletters, email blast campaigns and press release using platforms such as: Mailchimp and Constant Contact. Attract and manage influencers for increasing brand awareness. Research new trends and marketing strategies to help determine best use of marketing funds for printed and digital ads.

EXPERIENCE

Marketing Manager

11/20 – **Present**

Apollo USA

- Write and publish content for daily eblast, blogging and social media campaigns for all 3 locations and for all 20 sales reps within the company. Content based on new promotions, sales, new products, monthly company newsletter, and what's trending.
- Manage all social media outlets for using bitly, Facebook manager, and Hootsuite. Respond to viewers on all platforms and sent out invitations to grow following. Research influencers that will best assist in brand awareness. Social media platforms: Facebook, Twitter, LinkedIn, Instagram, Reddit, Medium, Pinterest, Mailchimp, Constant Contact and Tick-Tok.
- Create marketing materials using Canva and Adobe Creative Suite products (such as Photoshop, Illustrator, In-Design, Dreamweaver, Premiere and Aftereffects), for e-blast, sales sheet flyers, video, photography shoots for product and modeling, presentations for sales reps, and web development / content for web.
- Manage 8 websites which all are built on CMS platforms on technologies such as: Shopify, WordPress, Drupal and SharePoint. Each website requires me to write/publish content, write/deploy coding, maintain structure with the database and debugging.
- Oversee Heat Transfers and Embroidery Sample productions. Operation printers: Roland, Okinet, Uninet and Sublimination printer Mutoh.

Environment: | Canva | Sketch | Photoshop | Illustrator | InDesign | Premiere | Aftereffects | Cinema 4D | QuarkXPress | Acrobat | XD | Rush | Dreamweaver | Constant Contact | MailChimp | Shopify | WordPress | Drupal | SharePoint | Hootsuite | Facebook Manager | Google Analytics | Google / Bing Webmaster | Google Merchant | Google Tags | Amazon Ecommerce | AWS | Microsoft Teams | Word | Excel | MAS 200 | SAGE | ASI Portal

Web Developer

05/20 – 10/20

Artsolute Media Group

- Created themes in Shopify for ecommerce store Qlevo.us. Added products, created e-blast campaigns and other marketing campaigns to increase brand awareness.
- Marketing which included online SEO and wasn't limited to creating digital / print materials. E-mail campaigns, and roi reporting where my task.
- Environment: | Shopify | Ruby Rails | HTML 5 | CSS | PHP | WordPress/Woo-commerce | JavaScript | J-Query | Google Analytics | Google Webmaster Tools | Bing Webmaster Tools | Wish | Blogger | Esty | Alex Ranking Tools | Photoshop | Illustrator | Final Cut | In-Design | Protools

Creative Director / Front-end Developer

06/19 – 02/20

Affordable Fire Services

- Conceptualize, Create, Mockup, Implement and deploy various web sites for B2B, E-commerce and application. Deployed systems / apps for day-to-day operations.
- Marketing which included online SEO and wasn't limited to creating digital / print materials. E-mail campaigns, and roi reporting where my task.

- Environment: | HTML 5 | Hand coding | CSS | JavaScript including: jQuery & JSON | MySQL | | | PHP | WordPress | MSSQL | Sketch | XD | Final Cut | Adobe SUITE (Photoshop, Illustrator, Flash, Dreamweaver & InDesign) | FTP Server Management | PC & Mac | Constant Contact | MailChimp | Google Analytics | Bing Analytics | Google Webmaster | AdSense

Front-end Developer / Social Media Manager

09/18 – 12/19

Apollo Athletics

- Created / deployed / managed websites which included: ecommerce site, employee intranet, corporate sites and sales driving sites. Sites built on WordPress platform. Created security sites for employee intranet portals using WordPress and WP plugins. Implemented and debugged all sites. Production and development were my responsible for all sites. Ecommerce conversion and monetization on all ecommerce sites. Used AWS Devops and AWS API to create a system integration for delivering products data to customers B2B and managing inventory at 3 different locations. Platform was in development / beta testing.
- Marketing / Advertising which included: generating traffic to ecommerce websites, PPC ads on Bing, Google and Social Media. Managed all social media accounts to increase brand awareness, e-blast campaigns with over 87,000 members, tradeshows and established new working B2B accounts.
- Environment: | HTML 5 | Hand coding | CSS | JavaScript including: jQuery & JSON | MySQL | | | PHP | WordPress/Woo-commerce | MSSQL | Final Cut | Adobe SUITE (Photoshop, Illustrator, Flash, Dreamweaver & InDesign) | FTP Server Management | PC & Mac | Constant Contact | AWS | Google Webmaster | Bing Webmaster | IT server management | MailChimp | Google Analytics | Bing Analytics | Google Webmaster | AdSense

Marketing Manager / IT Manager / Web Developer

06/12 – 01/18

California Appliance Tech, Inc.

- Managed / supervised all IT functions from networking issues, troubleshooting non-responsive computers, swapping out hard drives, any memory and network cable wiring. Managed all server credentials for employees (created & terminated) NT WINDOWS 2000. Project managed service tickets on Basecamp and access SharePoint
- Created / deployed / managed websites which included: ecommerce site, employee intranet, corporate sites and sales driving sites. Sites built on WordPress platform. Created security sites for employee intranet portals using WordPress and WP plugins. Implemented and debugged all sites. Add content and created landing pages.
- Marketing / Advertising which included: targeted marketing / planning / implementation of email blast campaigns, tradeshows and printed materials. Advertising included placement in mediums such as Long Beach Registry, Direct Mail, Magazines, Radio and online banners / link sharing. Analyzed social media and other marketing campaign data, to ensure the maximum ROI on each campaign effort utilizing AEM for analyzing our online marketing initiatives.
- Social Media: managed all online social media accounts. Responsible for sending messages and moreover getting the customers and public to engage in conversation regarding products and services on Facebook, Yelp, BBB etc.
- Environment: NT Windows 2000 | HTML 5 | Hand coding | CSS | JavaScript including: jQuery & JSON | MySQL | Ajax | SSI | PHP | WordPress/Woo-commerce | MSSQL | Final Cut | Drupal | AEM | Adobe SUITE (Photoshop, Illustrator, Flash, Dreamweaver & InDesign) | FTP Server Management | PC & Mac | Cross browser compatibility: Camino, Firefox, IE's & Safari | Constant Contact | Lyris List | MailChimp | Google Analytics | Bing Analytics | Google Webmaster | AdSense Tools | Rank Tracking

Web Developer / Graphic Designer

06/10 – 08/12

The Smiley Group, Inc.

- Developed, graphically designed, edited, and managed all websites for the corporation. Deployed graphics created for advertisements on TV, radio, billboards, bus wraps, direct mail, magazines, press releases and tradeshows. Video and text editing.
- Social Media manager: managed all tweets on the social outlets using Hootsuite, for Facebook, Twitter, and Instagram. Daily sent a tweet with a thought of the day as well as scheduled tweets for upcoming events.
- Managed the operations of the Developers and Graphic Designers for the Corporation; and implemented SEO optimization, AdSense campaigns and monetization.
- Environment: HTML/XML (Micro-formatting) | Hand coding | CSS | JavaScript including jQuery &JSON | MySQL | Ajax | SSI | PHP | WordPress/Woo-commerce | MSSQL | Final Cut | Drupal Adobe CS5 (Photoshop, Illustrator, Flash, Dreamweaver & InDesign) | Adobe CS 5 Contribute | FTP Server Management | PC & Mac | Cross browser compatibility: Camino, Firefox, IE's & Safari |

Creative Director

11/09 – 06/10

International Career Development Center (ICDC) College

- Managed and implemented innovative marketing campaigns for internal and external stakeholders; designed numerous applications in Flash, Adobe Illustrator, Photoshop, QuarkXPress, InDesign, PowerPoint, and in some cases 3-D rendering. Experienced using HTML, Dynamic HTML, PHP, ASP, and ActionScript.
- Managed the overall quality of marketing campaigns for collateral materials, web, and TV/Radio broadcasting produced by the creative department. Video and text editing
- Managed the creative team's projects from concept to completion; translated marketing objectives into creative strategies; and directed the production of advertising and marketing collateral

Creative Director

03/09 – 10/09

Benjamin Management Group

- Managed all department staff and their creative projects to ensure creative and qualitative production.
- Exceeded the marketing objectives and strategic goals of marketing campaigns for collateral materials, web, and TV/Radio broadcasting.
- Environment: HTML/XML (Micro-formatting) | Hand coding | BBEdits | CSS | JavaScript including jQuery &JSON | ActionScript 2.0 | Google API Integration | CGI-Script | MySQL | Ajax | SSI | PHP | WordPress | Adobe CS4 (Photoshop, Illustrator, Flash, Dreamweaver & InDesign) | Adobe CS3 Contribute | IDX Feed | FTP Server Management | PC & Mac | Cross browser compatibility: Camino, Firefox, IE's & Safari | MySQL | Google Map Integration | API Widgets | Bing Map Integration

Marketing Manager / Sr. Designer / Web Developer

01/06 – 03/09

Mustek, Inc.

- Managed the daily operations of 2 Graphics/Video Designers, 3 Programmers (xxxx), 2 Customer Service Representatives, 2 Warehouse personnel, an Editor/Writer, an Administrative Assistant, and an Account Manager. Tracked and reported marketing trends and demographics for blogs, forums, survey marketing, and review boards; collaborated with consumers to increase branding awareness
- Designed production, marketing, and sales materials utilizing printed and electronic material that reflect high- quality design to enhance branding for the Enterprise
- Developed and maintained the Enterprise's website and various assigned ancillary sites. Created a content management system to ensure website accessibility, a product page, search engine optimization, and online marketing to endorse the online store.

- Environment: HTML / XML / DHTML | CSS | JavaScript | ActionScript | MSSQL | MySQL | Ajax | PHP | Asp.net 2.0 | Joomla CMS | .Net Frameworks (asp.net) | e-commerce | Software: Photoshop, Premiere, Flash, Dreamweaver, SmartFTP, Illustrator, InDesign, Go Live | Cross browser compatibility: Safari, IE's & Firefox | Google AdWords | SEO Optimization | Press Releases | Digital Photography | Enterprise Manager | Tradeshow coordinating | PC/Mac | Google AdWords | Banner Exchanges | WordPress/WooCommerce | Yahoo AdWords | MSN Ad Center | eBay Development & Integration

EDUCATION

ICDC College

Beverly Hills, CA

1997 - 2000

- Graphics Designs, Web Design & Web Development

REFERENCES

Available upon request