

SHAWN A. BENDINELLI - BS, CPT

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I am an award winning creative & interactive director with over fifteen years experience in the advertising and marketing space. I have provided creative direction, marketing consulting and technology expertise to national clients (AT&T, Motorola, Microsoft, Albertsons and McDonalds to name a few) with projects ranging from on and off line integrated campaigns, online media campaigns, software development, and large scale web and e-commerce sites.

[View digital portfolio](#)

OBJECTIVE:

To use my deep background in Advertising, Marketing and technology to obtain a position with an industry leading company.

PROFESSIONAL EXPERIENCE:

Creative Director: Funsational Inc. - 2/09-2/10

- Evaluating business objectives – determining advertising and marketing needs
- Creation of strategic marketing plans - incorporate both on and offline executions
- Project managing interconnected multi-site projects - from conception to go live
- Leading a team in the artistic development and execution of creative and marketing campaigns
- Creating and maintaining of project budgets and timelines
- Developing and implementing brand design parameters, style guides and visual standards
- Managing work schedules of web designers, developers and illustrators
- Developing and facilitating staff technical mentoring and training sessions
- Architecting, creating and deployment of: web sites, email campaigns, banner ad campaigns, search strategies/campaigns, and e commerce solutions.
- Conducting pre and post usability analysis of existing functionality and interface usability
- Evaluating Analytics to determine and adjust marketing strategies to improve response and sales
- Proficient in Adobe CS4 Suite, Video Editing Software (Final Cut Pro, Premiere), Coding (HTML, XHTML, XML, CSS), 3rd party applications (Mail Chimp, Survey Monkey, Adobe Scene 7, Assembla)

Creative Director / Interactive Director: MWR / Ascentium - 9/04-11/08

- Drafting of concepts, presentations, correspondence and other written and multimedia materials
- Researching client's market – performing competitive analysis, determining industry trends, etc.
- Evaluating clients business – determining advertising and marketing needs
- Leading creative and sales presentations to pitch agency capabilities to potential and existing clients
- Building and maintaining long term client relationships – selling and cross-selling of agency's additional offerings and services
- Leading of creative strategies and executions that support clients objectives for customer acquisition, revenue and long term business growth
- Leading a team in the artistic development and execution of creative and marketing campaigns
- Creating and maintaining of project budgets and timelines – establishing and maintaining project scope
- Developing and implementing design parameters, style guides and visual standards
- Supervising and motivating creative team members
- Managing work schedules of web designers, developers and production artists
- Facilitating and leading creative planning meetings
- Creation and deployment of: web sites, email campaigns, banner ad campaigns, search strategies/ campaigns, mobile campaigns and e commerce solutions.
- Conducting pre and post usability analysis of existing functionality and interface usability

Sr. Art Director / Information Architect: Merck Pharmaceuticals / WPP - 10/01-9/04

- Evaluating company goals – determining advertising and marketing needs for each product line
- Collaborating with advertising agencies to purchase and determine placement of online advertising campaigns
- Developing and implementing web design parameters, style guides and visual standards
- Leading teams in the artistic development and execution of creative campaigns
- Mentoring junior staff
- Facilitating and participating in creative planning meetings
- Meeting all production deadlines while maintaining creative quality and consistency
- Creating original graphics and icons
- Developing layouts for web sites, rich media ad campaigns, email campaigns, and mobile applications
- Designing and coding complex highly interactive Flash user interfaces
- Researching and architecting IA plans for both large and small scale projects
- Developing site maps, wire frames, prototypes and storyboards
- Integrating of user interface with backend databases using XML, .NET, PHP and JSP
- Conducting usability analysis of existing functionality and testing interface usability

Director of Web Development / UI Architect & Designer: RADSoft - 2/00-10/01

- Architecting of UI layouts for software and web applications
- Developing layouts for web sites and software user interfaces
- Integrating user interface with backend databases using HTML, XML, Flash and JSP
- Performing Pre and Post interface usability testing
- Drafting concepts and presentations
- Developing and implementing web design parameters, style guides and visual standards
- Meeting production deadlines while maintaining creative quality and consistency
- Facilitating and participating in creative planning meetings

Freelance Creative Direction / Marketing Consultant / Presenter: Media Hostel - 1/95-Present

- Developing layouts for web sites, banner ad campaigns and email campaigns
- Designing, developing and maintaining internet and intranet sites and applications
- Conducting usability analysis of existing client sites
- Establishing standards and guidelines for site content
- Optimizing client search engine placement
- Conducting presentations on branding, marketing and technology

EDUCATION:**Penn State University, University Park, PA**

- BA & BS Degrees in Advertising / Marketing & Education, [Penn State University](http://www.pennstate.edu), University Park, PA - June 1994

HONORS & RECOGNITIONS:

- Philly Gold: <http://www.phillyadclub.com>
- Ad Age: <http://www.adage.com>
- Absolute eXcellence in Electronic Media
- Philadelphia Art Directors Club: <http://www.adcp.org>
- Addys (Philadelphia & Spokane): <http://www.aaf.org>

PROFESSIONAL MEMBERSHIPS:

- Spokane Advertising Federation (Former Board Member): <http://www.spokaneadfed.com>
- AIGA: Philadelphia chapter: <http://philadelphia.aiga.org>