

# PAUL J. PUSTELNIK

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## PROFESSIONAL EXPERIENCE:

### INFOGIX: NAPERVILLE, IL

4/2008 – Present

#### Senior Interactive Manager, Designer, Producer

- Manage and maintain content on www.infogix.com and other various externally facing satellite websites
- Act as Webmaster to develop content, technical programming, Intranet design and daily operation
- Maintain and establish system for effective monitoring and traffic analysis tools
- Develop HTML code, ASP code, CSS, and JavaScript, and other elements of web site functionality
- Proactively seek out and implement forum and blog third party sites
- Establish ongoing communication and relationship protocol with in-house IT and hosting vendor for web and intranet maintenance (such as SQL for database administration)
- Analyze statistics to improve the overall effectiveness of the intranet and external websites, including competitive analysis of similar web sites and implement SEO best practices
- Perform appropriate testing and trouble shooting of Web site systems and underlying applications software
- Implement and utilize Google analytics and Constant Contact Email Success reports
- Develop content consistent with our brand image and target positioning for inclusion on our web site, printed collateral, presentations, events, etc
- Manage international websites including sites built in French, German and Italian
- Design, develop and edit multimedia to engage customers including interactive CD demos
- Create, implement and manage marketing plan for social media initiative
- Advise and implement emerging email marketing trends including analysis of graphic sizes, subject lines, link placement and targeting of messages to the correct users
- Present and train company sales force on web and email best practices and trends.
- Research and write competitor reports, marketing trends, website solutions. Present findings in front of company leadership team
- Enforce branding standards across all marketing platforms
- Manage team of writers, administrators, artists and programmers as needed
- Identify training opportunities to increase knowledge of web development tools

*Technology: HTML, XML, CSS, Javascript, InDesign, Dreamweaver, Flash and Flash Actionscript 3.0, ImageReady, Photoshop, After Effects, Premiere, Illustrator, Excel, PowerPoint, Office*

### USTELEMATICS: WOOD DALE, IL

4/2007 – 4/2008

#### Independent Marketing Consultant

- Develop web site within NetSuite software. Using Javascript, XML and Flash, create interactive modules to enhance understanding of products. Test modules and updates
- Implement and manage web shopping cart and products within NetSuite including database management of users that have signed up for more information. Analyze information and make recommendations based on shopping cart best practices.
- Establish relationships with third party vendors to deliver products via the web.
- Develop and test video compression and data compression best practices for delivery of information and limited storage restraints within products system
- Develop style guide available throughout company network system.
- Develop mockups of GUI interface within Dreamweaver and Photoshop. Utilize XML functions within Dreamweaver to test and manage. Interface to be used on in-car PCs based on XML functionality. Report on results using Excel.

- Design and manage all sales and marketing materials within InDesign. Prep files for pre-press and migrate as needed into ImageReady and Flash to display on the web.

*Technology: Netsuite, HTML, XML, Javascript, InDesign, Dreamweaver, Flash, ImageReady, Photoshop, Illustrator, Excel, PowerPoint, Office*

## **RQA: DARIEN, IL**

**7/2003 – 4/2007**

### Webmaster/ Creative Director

- Create, develop and manage web marketing and print advertising needs for all domestic and global divisions of RQA. Using Dreamweaver, translate and modify website into Mandarin Chinese, Spanish and French. Incorporate and develop Flash functionality within websites and migrate print documents into easily accessible web documents using Adobe Acrobat Distiller and InDesign functionality
- Manage corporate branding and built brand awareness across all worldwide offices, maintaining a consistent message to current and potential clients. Resulted in \$40-50000 of new business because of brand recognition in a secondary environment.
- Bring awareness of cutting edge web technologies and information architecture to worldwide offices through use of Javascript, cascading style sheets and current web trends. Analyze data collected from over 4000 reps across the United States to build a better client reporting interface. Utilize skills in XML and experience in SQL to work with backend developers to achieve common goals.
- Design, develop, maintain and manage web and print marketing projects. This includes creating logos in Photoshop, brochures in InDesign and Illustrator, sell sheets, magazine ads, trade show banners and booth graphics, business cards and letterhead, marketing emails, internet design, intranet design, PowerPoint and proprietary online tools. Utilize third party vendors to deliver email marketing messages developed within Dreamweaver and standard HTML coding. Run Webtrends software and provide analysis of results to upper management, including recommendations on how to improve the product.
- Schedule and produce photography shoots as needed. Establish photo library and archives for print and sales.

*Technology: HTML, XML, Javascript, InDesign, Quark, Dreamweaver, Flash, ImageReady, Photoshop, Illustrator, Excel, PowerPoint, Webtrends, Office*

## **CLTV NEWS: OAK BROOK, IL**

**6/2002 – 7/ 2003**

### Creative Director

- Maintained LTV website operations including updates and re-design.
- Managed staff of 5 artists and freelancers who creates graphics, animations and video opens for broadcast TV.
- Managed concept and creation of CLTV print campaigns to be used in the Chicago Tribune, TVWeek, Chicago Magazine and RedEye. This includes scheduling, message and artwork using Illustrator, Quark and Photoshop. Averaged 8 ads per week including 4 color and black/white.
- Scheduled and produced photography shoots as needed. Established photo library and archives for print and sales.
- Produced storyboards and comps for web strategy, animations and marketing strategies.

*Technology: Quantel Paintbox, Topas 3D Animation, Adobe After Effects, Quantel F.A.T. Animation System, Sound Edit, Avid Media Composer, Dreamweaver, Photoshop, Illustrator, Quark*

## **MYPOINTS.COM: SCHAUMBURG, IL**

**8/1999 - 1/2002**

### Senior Project Manager - E-Commerce Products

- Built and maintained major core commerce products for company including free ISPs, Shopping merchants, offline initiatives and member benefits. Build understanding of proprietary MyPoints Dynamic software through training and seminars. Manage development team to integrate MyPoints system into client's website platform including UNIX, SQL, .Net Framework and various others.
- Worked with e-mail group and client to build e-mail relationship with users. Develop marketing strategy, target group and platform issues. Provide client with sample HTML code to deliver these goals. When requested, build Flash Ads or Animated GIFs.

- Managed 4 of the company's largest revenue-producing clients which generated multi-million dollar revenues. Revenues reflect over 25% of 2000 bottom line.
- Coordinated team of 3-6 people including developers, designers, copywriters, offline technicians and marketing reps. Report to management using Microsoft Project and Visio software.

#### Senior Producer, Co-Brand Products

- Developed co-branded MyPoints websites with e-commerce partners. Promoted to Senior Project Manager.
- Coordinated a staff of 3-6 people involved in all aspects of site creation and maintenance. Assign developers and designers as per client requirements.

*Technology: HTML, Javascript, Dreamweaver, Flash, ImageReady, Photoshop, Microsoft Project, Excel, PowerPoint, SQL*

### **TRIBUNE COMPANY: CHICAGO, IL**

**10/1992-8/1999**

#### Multimedia Editor/Senior Producer:

Chicago Tribune Internet (11/1996 - 8/1999)

- One of the 12 Founding members of Internet production staff. Involved in all aspects of launching a major corporate website. Before site launch, consulted on information personally gained from focus groups, management meetings with the Chicago Tribune newspaper staff and web technology seminars.
- Produced, reported, copied edit stories for the all Internet Tribune properties. Updated site via Vignette Storyserver.
- Acted as Lead Producer on story packages coordinating staff of up to 3 designers, writers and technical editors.
- Managed photo assignments and photographers as Staff Photo Editor. Maintained quality control in line with Tribune standards.
- Produce, setup and operate technical Perceptual Robotics I-Cam live picture system based on UNIX platform. Managed onsite for live events. Worked with the promotions and advertising departments setting budgets, client sponsorship and site creation.
- Edited audio & video on Avid system then upload using Vignette Storyserver.

*Technology: HTML, Javascript, Dreamweaver, Flash, ImageReady, Photoshop, Illustrator, Excel, PowerPoint, Vignette Storyserver, CSS, UNIX*

#### Art Director - Multimedia Department: Tribune Company (10/1992 - 11/1996)

Created graphics and animations for use in corporate presentations, videos and TV commercials.

- Managed staff of up to 4 freelance and full-time artists, writers and photographers ensuring cohesiveness and maintaining focus.
- Coordinated and tracked working hours and equipment rentals within budget requirements up to \$30,000.

*Technology: Macromedia Director, Topas 3d Animation, Rio, Photoshop, Illustrator, Pagemaker, PowerPoint,*

### **EDUCATION:**

#### **NORTHERN ILLINOIS UNIVERSITY: DEKALB, IL**

Bachelor of Fine Arts: Comprehensive Design and Electronic Graphics

Currently enrolled and pursuing an MBA from Northern Illinois University

### **REFERENCES:**

Available upon request.