

# ERIC SCHON

10414 Villa View Circle  
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## Summary

Over 12 years of graphic design, web development and marketing experience. Background in communications with a focus on user experience, designing for usability and social media campaigns. Team player. Committed to excellence.

## Skillset

Graphic Design - Proficient with Adobe Suite - Illustrator, Photoshop, InDesign, Flash

Video Editing/Post-Production - Proficient with Final Cut Pro, SoundTrack Pro. Some experience with Motion.

Web Development - Advanced knowledge of HTML, CSS and PHP & MySQL management. SEO strategy & best practices.

Marketing - Tailoring advertisements for target audience. Communicating with large audiences via social media. Tracking results.

## Education

University of Central Florida - School of Digital Media

Internet and Interactive Systems, B.A.

## PROFESSIONAL EXPERIENCE

### *Freelance Digital Design and Development (2000 - present)*

Eleven years design experience for both digital media and print. Projects include e-mailers, interactive demos, websites, interface design, page-layout, posters, fliers, business cards, logo design.

### *eMarketing Manager: Mainsail Lodging & Development (2010 - present)*

Sole employee in charge of all creative development, graphic design, web development, and social marketing for the 4 brands maintained by this small hospitality company. Built multiple websites, electronic marketing campaigns, brand guides, logo designs etc. Trained employees to use (blog, cms, eblast, brand management) systems I built and implemented. Coordinated communications between different departments and business entities.

### *Social Media Developer: Starwood Vacation Ownership (2009)*

Created landing pages, eblasts, Twitter and Facebook campaigns for Starwood seasonal special offers and Reward membership customers. Managed the assets for 6 properties under the Starwood brand. 6 month contract.

### *eMarketing Designer: Hilton Grand Vacations (2008 - 2009)*

Created websites, email blasts, printed materials, interactive sales presentations & SEO landing pages during this 6 month contract with HGVC. In total developed and deployed over 100 eMarketing campaigns. Excelled in this well organized, fastpaced corporate environment. Consistently met very tight deadlines.

### *Digital Media Team Leader: UCF ChinaVine (fall 2007)*

A semester of involvement as an undergrad team leader on this inter-disciplinary cultural heritage project. Set up channels of team communication and method of organizing data from three separate universities. Developed design guidelines for initial web presence of this (projected)10+ year project. Directed team of UCF, UO (University of Oregon), and SUAD (Shandong University of Art and Design) students in construction of initial phase of website. Liaison between faculty and student teams to produce deliverables on tight deadlines. Spokesman for the project in a series of public discussions held at UCF in Nov 2007.

### *Web Developer: Schon Creative Services (2000 - 2008)*

Eight years as the web developer for family-operated marketing firm in Tampa, FL. Skill set includes: project conception, design, and development of new websites; maintenance of existing sites; development of e-mail based marketing campaigns; conversion of print ads for digital output.

### *Web Developer: NextDigital Inc. (1999 - 2000)*

One year as an intern and one year as a web developer at this web design firm formed a strong foundation for developing content for the WWW. The internship was spent learning the basics of HTML and Javascript as well as design using Adobe programs. As a developer, those skills were utilized regularly on over 30 sites.

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