

JENNIFER MURTHA

512.971.0033
info@jennifermurtha.com
portfolio.jennifermurtha.com

ALIENVAULT

June 2015 - Present

Internet Marketing Design Specialist

- Support multiple areas of design for software demand gen channels, including: print, web, motion, mobile, digital, PR, marketing product development and companion applications
- Created multiple concepts and custom branded items for customer events and trade shows
- Develop imagery and code HTML emails sent to customers
- Design graphical banners for paid and partner advertising
- Work directly with the Web Development team to create new designs for the site based on web analytics data

IPSWITCH

November 2010 - February 2015

Internet Marketing Design Specialist

- Develop HTML email templates for lead generation campaigns
- Work directly with the Web Development team to create new designs for the site based on web analytics data
- Perform regular design Q/A on email campaigns
- Define company branding guidelines and identity documents including colors, logos, fonts, templates and product icons
- Along with Product Marketing developed in product banners to help conversions to paid products from free
- Created multiple concepts and custom branded items for product launches, customer events and trade shows
- Create graphical banners for paid and partner advertising

SOLARWINDS

May 2005 - October 2010

Internet Marketing Design Specialist

- Work directly with the Marketing Program's Team to develop weekly HTML email campaigns
- Optimize and develop new landing pages for paid search
- Perform regular design Q/A on email campaigns
- Manage multiple outsourcers
- Own corporate email testing road map, present findings and make decisions for future email communications

Graphic Designer, Level II

- Designed, coded and sent the corporate newsletter every month to over 1 million contacts
- Developed and coded multiple HTML emails sent to customers on a weekly basis
- Involved in weekly user-interface testing of graphical elements on the company web site
- Assisted with the redesign and overhaul of our company web site
- Worked with the Director of Marketing Communications to develop the company branding elements including the new logo

Graphic Designer, Level I

- Assisted in the daily maintenance of the company's web site
- Developed the company's first newsletter
- Worked with an outsourcing firm to create software packaging
- Selected and purchased branded promotional items for partners and customers while managing to a budget

TECHNICAL PROFICIENCIES

Software:

Photoshop, Dreamweaver, Illustrator, InDesign, Acrobat, Microsoft Office

Languages:

HTML, CSS, Javascript, XML

Other Technologies:

Wordpress, ExpressionEngine, Eloqua, Basecamp, Joomla, DotNetNuke, Marketo, Twitter, Facebook, Flickr, Tumblr, LinkedIn, YouTube