

# Justin W. Pierce

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## Objective

To obtain a position in the field of Graphic & Web Design/Development where creativity, hard work, and strong technical skills will have valuable application.

## Profile

- A dependable, conscientious individual with a solid academic background and excellent interpersonal skills.
- Able to manage time productively, learn new concepts quickly, and follow projects through to completion.
- Resourceful and diligent with strong organizational and communication skills.
- Proven ability to complete assignments independently and as a cooperative team member.

## Technical Skills

- **Mac and PC proficient**
  - **Programming Languages** – HTML, CSS, WordPress, Joomla, ActionScript, JAVA, JavaScript, and PHP
  - **Software Applications** – Photoshop, Illustrator, DreamWeaver, Flash, Microsoft Office
  - **Printers** – HP Designjet H35500 & HP z6200, Kodak 1200i
  - **Printing Software** – Talon Rip
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## Experience

**The Atlantic Club**, Manasquan, NJ

February 2014 – Present

### *Webmaster and Digital Designer*

- Responsible for website maintenance and designing print material for The Atlantic Club, Atlantis Prep, Parisi Speed School, TAC Tennis, Milagro Spa, and all contests and camps.
- Creating and implementing Google adwords campaigns for upcoming events to increase sales and revenue.
- Send member newsletters twice weekly pertaining to upcoming events, fundraisers, and club happenings.
- Compose artwork for online advertising to websites (redbankgreen.com, patch.com, hulafrog.com) and produce print related material to local publications (CoastStar, OceanStar, TriCityNews, TriTownNews).

**Point Pleasant Distributors (ppdbeer.com)**, Manasquan, NJ

Sept. 2010 – January 2014

### *Graphic Designer*

- Plan, coordinate, and perform graphic design activities for accounts in Monmouth & Ocean counties.
- Design comprehensive layouts for a diverse clientele; create informational Point of Sale and advertisements using large format printer.
- Enhance client's revenue and traffic through effective and attention grabbing signage.

**URL Studios (URLStudios.com)**, Oakhurst, NJ

Feb. 2008 – 2010

### *Graphic/Web Designer/Developer*

- Graphic Design & Website Design/Development for a website hosting and marketing company.
- Layout for comprehensive websites for a diverse clientele; created informational sites and e-business solutions.
- Maintained and updated current and old websites with up-to-date information provided by clients.
- Enhanced client's revenue and website traffic through effective optimization strategies.
- Created and recreated logos, business cards, sell sheets, handouts, flyers, letterhead, and trade show material.

**NEW JERSEY YELLOW PAGES.COM (NJYP.com)**, Old Bridge, NJ

Jan. 2006 – 2008

***Graphic/Web Designer***

- Planned, coordinated, and performed website and graphic design activities for a website hosting and marketing company.
- Coordinated all aspects of project operations from client assessments through creative development and execution.
- Designed comprehensive websites for a diverse clientele; created informational sites, e-business solutions, and high-impact internet marketing strategies; developed innovative e-mail marketing campaigns.
- Increased website performance and impact through the use of Flash intros and Flash banners.
- Enhances client's revenue and website traffic through effective optimization strategies.
- Acted as website administrator; coordinated domain registrations and transfers; implemented site modifications.

## **Education**

**THE CHUBB INSTITUTE**, North Brunswick, NJ

*Diploma in Graphic Design*, Sept. 2005

Cumulative GPA: 4.0. Earned President's List Honors for exceptional academic achievement.

**BROOKDALE COMMUNITY COLLEGE**, Lincroft, NJ

*Associate of Applied Science in Criminal Justice*, May 2005

Cumulative GPA: 3.7

## **Professional References**

**ANDY SISTI**, Point Pleasant Distributors, NJ

*Vice President*

732-859-9974

**DOUG FAIRFIELD**, Point Pleasant Distributors, NJ

*Marketing and Merchandising Manager*

908-489-0925

**MADELYNN PASQUA**, Point Pleasant Distributors, NJ

*Lead Designer*

908-675-0882