

# JOHN REITZ

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## Experience

### Chief Creative / Owner

Webbical Creative Consultancy | March 2020 – Present

- Creative consultant for design & development projects.
- Design and execution of website, app, print design and marketing campaigns.
- Creative project management.

### Creative Director (Head of Creative Services)

Links Technology Solutions, Inc. | May 2010 – March 2020

- Art direction of all internal and external creative agency marketing services.
- Cross-functional team management of designers, digital marketers, and web developers.
- Whole-Life-Cycle web project management.
- UI/UX research, documentation, wireframing and prototyping.
- Digital product development and product management.
- Requirements gathering, proposal generation and client account management.
- Creative strategy, brand strategy, digital strategy, social media marketing, and client services.
- Hiring and management of developers and creatives; managing vendor relationships.

### Senior Web Designer

Links Technology Solutions, Inc. | May 2008 – May 2010

- User experience design and user interaction design.
- Manage, mentor and train junior design team members.
- Project management.

### Web Designer

Links Technology Solutions, Inc. | May 2006 – May 2008

- Creative concept design and UX/UI layout.
- Front-end code development / Responsive web design.
- Client management, service and support.

### Producer - Email Marketing

MyPoints.com | November 2005 – May 2006

- Campaign Management

### Communications Coordinator

SPD | November 2002 – November 2005

- Web design and content management.
- Public relations and event promotion.

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## Skills

- Adobe Creative Suite
- Adobe XD
- Adobe Photoshop
- Adobe Fireworks
- Adobe InDesign
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Acrobat
- Adobe Creative Cloud
- HTML 5
- CSS 3
- JavaScript
- Bootstrap
- GitHub
- Content Management Systems
- Webflow
- WordPress
- Business Catalyst
- DNN
- Microsoft Office
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Google Analytics
- Google Adwords
- MailChimp
- Salesforce
- Trello
- Web Design & Web Development
- User Experience Design (Ux)
- User Interaction Design (UI)
- Prototyping
- Wireframing
- Search Engine Optimization (SEO)
- Social Media Marketing
- Team Leadership
- Pitches & Presentations
- Project Management
- Digital Marketing
- Copy Writing & Editing

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## Education

### Bradley University

Bachelor of Science – Communications

2001

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## Volunteering and Involvement

### Adobe, Small Business Customer Advisory Board

2018 - present

### Schaumburg Business Association, Board of Directors

2018 - 2020

### MLRA, LLC. Mental Health Agency, *Co-Founder*

2010-present

References Available Upon Request