

# John Reitz



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## Experience

### Chief Creative / Owner

Webbical Creative Consultancy | March 2020 – Present

- Creative professional services consulting for marketing, digital design and website clients.
- Hands-on production of websites, mobile apps, graphic design, and digital marketing campaigns.
- Provide creative vision, develop brands, advise best practices, and provide project management.

### Creative Director (Head of Creative Services)

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

- Built a creative services agency from scratch to more than 100 clients.
- Creative Director for all internal company and external client creative marketing services.
- Lead a growing cross-functional teams of designers, marketers, and developers.
- Full lifecycle creative project management, account management, client services and support.
- Manage both internal and client integrated marketing, brand strategy, and digital marketing.
- Hands-on interactive design thinking: UI/UX, usability research, wireframing and prototyping.
- Generate project requirements, briefs, proposals, analytical reports, and creative strategies.
- Budget planning, hiring of creative resources and building relationships with vendors.

### Senior Web Designer

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

- Digital Art Director for production of visual design assets for all mediums (websites, landing pages, web apps, mobile apps, digital media, advertising, print, video, and email campaigns).
- Manage, train and mentor creative team of designers, marketers and developers.

### Web Designer

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

- Create interactive design concepts, graphic design, UI / UX layout, and content optimization.
- Lead front-end code development, digital experience and responsive web design.

### Producer - Email Marketing Campaigns

MyPoints.com | November 2005 – May 2006

- Lead production process for data-driven email campaigns to millions of subscribers.

### Communications Coordinator

SPD | November 2002 – November 2005

- Developed creative solutions including websites, graphic design, branding, and social content.
- Public relations outreach, strategic communication and copywriting.

## Skills

- Adobe Creative Suite
- Adobe XD
- Adobe Photoshop
- Adobe Fireworks
- Adobe InDesign
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Acrobat PDF
- Adobe Creative Cloud
- HTML 5
- CSS 3
- JavaScript
- Bootstrap
- Figma
- GitHub
- Trello
- Content Management Systems (CMS)
- Webflow
- WordPress
- DNN / EVOQ
- Shopify
- Microsoft Office Suite
- Microsoft Office
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Google Analytics
- Google Adwords
- MailChimp
- Salesforce
- Pardot
- Responsive Web Design
- User Experience Design (UX)
- User Interface Design (UI)
- Prototypes, Wireframes & Mockups
- Brand Experience Architecture
- Search Engine Optimization (SEO)
- Social Media Marketing (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Project Management
- Agile / Scrum Methodology
- Client User Training
- Team Building & Leadership
- Strong Presentation Skills
- Direct Marketing
- Digital Marketing
- Copy writing & Editing

## Education

### **Bradley University**

Bachelor of Science – Communications

## Involvement

### **Adobe® SMB Customer Advisory Board**

2018 - 2020

### **Schaumburg Business Association**

Board of Directors, 2018 – 2020; Member, 2006-present

### **MLRA, LLC. Mental Health Agency**

Business Manager, Co-Founder, 2010-present

As an agile creative leader and team member, my passion for digital design innovation and problem solving, along with my technical skills and strategic thinking focus, will help our team deliver unique user experiences that drive sales success.

**Let's create something great together!**