

JAMIE PEPLINSKI

DIGITAL DESIGNER

414 242 2828 | j.d.peplinski@gmail.com | jamiepeplinski.com

OBJECTIVE

Distinguished graphic designer specializing in digital, seeking to apply my creative, leadership and problem-solving skills to an organization focused on growth, advancement and cultural excellence.

EXPERIENCE

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September 2019 – Present

● *Digital Designer / Creative Coordinator Engagement*

HTML code, test and schedule emails using responsive, fluid and mobile-first design within the Cheetah Digital email marketing platform; Build and maintain email segmentation and audience filters; Assist in the creation and modification of clients' marketing creative assets; Deliver consistent, high quality of work by proofing and continually being accountable for accuracy in work

Ulta Beauty

July 2018 – August 2019

● *Email Designer/Developer*

Develop retina-ready mobile-first interactive emails with dynamic content ensuring functionality across all browsers and devices; Create email campaigns via Salesforce Marketing Cloud (using AMPscript), LiveClicker and other campaign automation tools; Stay up-to-date with html/css email coding best practices, email-service provider restrictions and opportunities for improving engagement and effectiveness of email campaigns; Collaborate with other channel designers/developers to test and enhance the omni-channel experience, ensuring consistency and effectiveness for Ulta's customers

Core Creative

November 2016 – July 2018

● *Web Designer*

Lead Designer for Milwaukee Tool and Empire's digital presence: Concept, design, code and test custom emails using Photoshop, Dreamweaver, and LITMUS; Utilize Marketo to design landing pages, create email templates and automate sends for efficiency and targeting; Wireframe and design for web and upload optimized content to site using Sitecore; Storyboard, produce, and edit animations and video using Photoshop and After Effects; Design and animate across social platforms—from simple posts to complex canvas ads; Art direct other designers and train new employees in digital processes and brand standards; Daily seek out new technology, best practices, and industry trends to ensure the continual growth for global brands in the digital realm

The Bon-Ton Stores

June 2014 – November 2016

● *Digital Graphic Designer*

Collaborate and execute email strategies with the marketing and digital teams to reach sales goals; Design and code emails independently using Photoshop and Dreamweaver; Collaborate with user-interface team to improve customer experience by transforming web presence into mobile responsive website; Create web templates and branding guides to review with digital manager and user-interface team for consistency and improved brand recognition; Work with social strategy team to design blog posts and other social media content; Train new and current employees in production and branding standards to increase performance and efficiency in daily processes

EDUCATION

Milwaukee Institute of Art & Design

Graduated May 2014

● *Majored in Communication Design*

Bachelor of Fine Arts