
ARTHUR BROWN

• abrown1974@gmail.com



Jan 2008 - Present

Web Design Coordinator

Directory One, Inc.

Responsible for managing all web design projects. Distribution of the work to the web design team and coordination efforts with the SEO and PPC departments.

Nov 2006 - Jan 2008

Web Designer

Directory One, Inc.

Responsible for creating SEO friendly website for clients. Websites were built using CSS / HTML that was W3C compliant or as close to W3C compliant as possible. Used the following programs to create the sites:

- Adobe Photoshop CS3
- Adobe Illustrator CS3
- Adobe Image Ready
- Adobe Dreamweaver CS3

Jan 2005 - Jun 2005

Marketing Manager / Litigation Graphics Consultant

Exhibit Express

Redesigned and maintained company web site as well as all promotional material in addition to producing graphics for litigators.

- Redesigned company web site adding more dynamic components such as Flash movie, as well as updating information on company including company portfolio.
- Managed company-advertising efforts. Established account with Google adwords, in addition to writing text ads and designing image ads.
- Resulting in higher click through rate for ads.
- Designed postcards for use in mailing campaign. Resulting in greater exposure for company.
- Redesigned company business cards.
- Managed DVD mailer campaign. Redesigned cover for DVD as well as layout of introductory letter, which was mailed with DVD to former, current and potential clients.
- Trials by litigators. Worked closely with litigators to establish Designed graphics for use during arbitrations, mediations and most effective way to communicate their story.

Nov 2002 - Jan 2005

Marketing Director

OfficeMakers, Inc.

Designed all company web sites, promotional material, print ads, postcards as well as managing advertising budgets.

- Redesigned all company web sites resulting in an increase in visitors by 10%. Use of Flash and CSS resulted in more dynamic web browsing experience for the visitor.
- Redesigned company logos.
- Designed all display ads, which were shown in the Houston Chronicle. Resulted in more cohesive look to all advertising efforts.
- Lead marketing meetings. Resulting in more communication between sales department and marketing department.
- Designed all direct mail items as well as managing direct mailing campaigns. Resulting in more consistent direct mailing effort.
- Managed online advertising efforts at Google and Yahoo. Wrote all ads as well as selection of keywords. Resulting in increased traffic to web sites.

Jun 1998 - Aug 1999

Master of Science

- Activities and Societies: Advisor to Southern Mississippi's AAF (American Advertising Federation) team.
- Finalist in the AAAA (American Association of Advertising Agencies) MAIP (Multi-Cultural Intern Program).

Sep 1993 - May 1997

Bachelor of Arts

- Member of the Southern Mississippi AAF (American Advertising Federation) competition team.
- Presenter on the AAF team.
- Group leader for senior project. Lead a group of 5 people and assisted in the creation of mock story boards and plans book.
- Assisted in creating storyboards for proposed commercials, and collateral material for AAF competition.
- Equipment Manager for the University of Southern Mississippi Football team for 4 years.

CSS

Wordpress

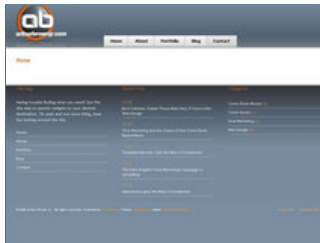
Adobe Flash

Adobe Dreamweaver

Adobe Photoshop

Adobe Illustrator

Website Design Examples



Arthur Brown Jr website



Universal Lights



VeriSource, Inc.



K Smith Consulting website

Logos



AAA Budget Office Furniture



Arthur Brown Jr. logo



Power Point Guys



K Smith Consulting



PreOwned Steelcase

Print Examples



Summary

Versatile, creative marketing professional with significant and progressive experience in designing and producing pieces, which communicate a strong message. A capable leader with the ability to communicate and motivate diverse groups. Self-starter, innovative and goal oriented team player.

Background includes graphic design for print ads, webgraphics, web sites and management of advertising campaigns.

Interest

Art

- Drawing / Sketching
- Digital Painting (Photoshop)
- Comic Books

Movies

- Action
- Sci Fi
- Animated

Books

- Historical
- Sci Fi

