



EXPERIENCE

SENIOR WEB DESIGN MANAGER Raymour and Flanigan 2014-Present

Sr. Web Design Marketing Manager for the #1 furniture retailer in the Northeast. Responsible for leading the creative implementation for RaymourFlanigan.com & RaymourFlanigan.com/DesignCenter, email, social, and online advertising strategy while managing a 15.3 million dollar annual digital budget.

- » Developed and implemented a new social strategy to deliver a unique user experience cross-platforms for a 369% gain of weekly organic post reach on Facebook, 531% weekly organic impression gain on Pinterest, and a 297% weekly advocacy activity gain on Instagram
- » Established a \$100,000 year-long blogger program to increase awareness of the Raymour & Flanigan brand, and expanded reach across networks with an ROI over \$200,000; including ad impressions of 8,528,091 and an influence reach of 1,293,800
- » Mobile optimized and revamped email marketing strategy to increase user engagement to over 420,000 engaged users and increased email sends from 48 million to 60 million for 2015
- » Set expectations and standards while building culture, teamwork, and professional development for the creative team who balance numerous projects with an acutely focused attention to detail
- » Quality control including: proofing, reviewing, measuring, and evaluating performance, creative output, and project processes

CREATIVE CONSULTANT Syracuse Media Group 2012-2014

A digitally-focused news and advertising company publishing Syracuse.com and The Post-Standard.

- » Developed creative strategic solutions for advertising and design production
- » Generated new concepts and superior materials for all forms of marketing
- » Implemented innovative approaches to design using print, online, and mobile media
- » Presented creative work to clients
- » Managed Syracuse Media Group's B2B social media platforms and B2B marketing
- » Created company B2B mascot Edgar, a digital expert, to push out content to teach and connect to local business owners

GRAPHIC DESIGNER The Post-Standard/Syracuse.com 2010-2012

America's #1 newspaper website and #3 Best Read Paper in 2014. Combined, The Post-Standard and Syracuse.com reach 58 percent of adults in the market.

Graphic Designer for a fast-paced, high volume newspaper. Responsible for conceptualizing and designing high quality advertising for online, newspaper, magazines, and direct mail.

FASHION INSTRUCTOR Peterson Sewing School 2009-2014

Educated through learning-centered instruction to enable students to fulfill the evolving needs of the marketplace. Courses included: Flat Pattern, Draping, and Fashion Illustration classes.

Instructed and mentored high school students who were seeking to build their fashion portfolio to apply to top art schools. 100% success rate of Peterson Sewing School students being accepted into fashion colleges & universities after taking private and group classes through my courses.

GRAPHIC DESIGNER Avalon 2009-2010

Designed and prepared files for printing under tight time constraints, while maintaining effective, quality designs.

- » Designed marketing collateral such as brochures, business cards, menus, newsletters, and direct mail
- » Prepared files for printing by preflighting files, imposition (page layout), color correction, and color matching

EDUCATION

Syracuse University Bachelors of Fine Arts Degree (BFA)
London College of Fashion- Study Abroad

CONTACT ME

315.414.7153
jenannstone@gmail.com
linkedin.com/in/jenannstone

SKILLS

- Digital Marketing/Display
- eCommerce
- Social Strategy
- Email Marketing
- Mobile Optimization
- Project Management
- SEO, SEM, SMO
- Web/Social Analytics
- Strategic Partnerships
- Brand Development
- Design and Creative Process
- Adobe Creative Cloud
- UX/Web Design
- HTML/JavaScript/CSS/Flash