

JAKE TROXELL



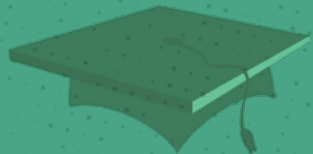
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jake@jaketroxell.com

Royersford, PA

DESIGN SKILLS

Photoshop
Illustrator
InDesign
Sketch | XD
After Effects
Animate
Premiere Pro
HTML | CSS



Temple University
BA in Advertising

FREE
INTERVIEW

Limited Time Offer

*Valid in US only. No purchase required.

Senior Art Director @ Merck (Aquent Contractor)

October 2019 to Present

Create effective digital tactics in a highly collaborative Agile environment as part of two separate Digital Engagement Teams for Pneumovax 23

Responsibilities

- Creation: Concept and design for iPads, websites, videos, animations, emails, alerts, and banners using Adobe CC, Sketch/Invision, and Assembler
- Content Collaboration: Weekly live sessions designing and concepting tactics with legal, GMIS, medical experts, and brand team
- Workflow: Stay up-to-date on the frequent changes to workflow by taking part in the latest trainings, workshops, and SME channel standards
- Asset management: Audit to ensure graphics and data are legally compliant in PromoMats
- Onboarding: Trained new designer on Merck and Aquent workflows

Senior Graphic Designer & Marketing Analyst @ The Hill School

February 2019 to October 2019

Acted as a visual storyteller, creating university-caliber marketing materials that enhance the Hill experience for past, present, and future students and families

Responsibilities

- Art Direction: Work closely with writer, photographers, videographers, and departmental stakeholders to produce thoughtful web and print pieces that fuel engagement and stand out in the competitive boarding school market
- Rebranding: Rolled out new visual identity across the web and on-campus which accounted for 600+ signs and banners
- Analysis: Enhanced digital performance using Google Analytics and Razor's Edge

Creative Director & Marketing Manager @ SuperHeroStuff

July 2012 to September 2018

Executed an engaging e-commerce marketing strategy from concept to completion with a focus on strategy, graphic design, copywriting, user experience, and data analysis in a fast-paced environment

Responsibilities

- Planning: Developed a results-driven multi-channel marketing plan with a focus on engaging an email list of 500k using targeted segmentation, automation, and multivariate testing
- Graphic Design: Created high-quality print; motion; and digital design, including catalogs, emails, banners, landing pages, tradeshow signage, flyers, and more
- Analysis: Continuously website and marketing improvement using Google Analytics, customer surveys, and sales data
- Copywriting: Wrote engaging subject lines, headlines, body copy, item descriptions, and editorial content used across SHS and partner sites
- UX: Spearheaded responsive redesign of SHS using Bootstrap with a reimagined navigation and improved focus on merchandise
- Coding: Developed emails, landing pages, microsites, and a variety of special projects

UX Designer @ Salesforce (Formerly Buddy Media)

October 2011 to July 2012

Worked with Fortune 500 companies to create interactive social media product solutions

Copywriter @ Rodale, Inc

May 2010 to October 2011

Wrote highly-engaging, long and short form copy for microsites, email, banners, and direct mail

View my graphic design portfolio at jaketroxell.com