

PORTFOLIO

[BradySewall.com](http://BradySewall.com)

SUMMARY

- Directorial experience in Online Marketing, including email campaigns
- Experienced with many open source platforms, specializing in Magento and WordPress
- Proficient with PHP, MySQL, HTML, CSS, XML, Javascript libraries and Ajax
- Able to develop standards-compliant applications
- Knowledgeable in SEO and SEM
- Certified Adobe Flash Designer

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EXPERIENCE

**DIRECTOR OF ONLINE MARKETING**

*Mobile Edge, Anaheim, California*

*2006-Present*

- In charge of 5 websites - MobileEdge.com, SumoCases.com, CrescentMoonYoga.com and Amazon WebStores for both Mobile Edge and Crescent Moon Yoga.
- Managed all SEO and SEM
- Handled all programming and web design
- Created all online marketing and email campaigns
- Generated online traffic and sales reports based on website analytics
- Reported directly to the CEO
- Implemented Magento and WordPress into the company's online presence

**SENIOR MULTIMEDIA DESIGNER**

*ATEN Technology, Irvine, California*

*2005-2006*

- Designed Flash-based e-learning, microsites and visual presentations
- Managed all multimedia features on company website
- Shot, edited, and deployed videos
- Photographed products for use on packaging, advertising, online marketing
- Won "Best in Show" for a Flash-based presentation at the Retail Vision trade-show and received many nominations at other trade-shows – a first for the company
- Supervised and managed junior designers
- Received high-scores on all employee evaluations and achieved numerous employee-of-the-month awards
- Founded and choreographed a relationship between Epson and ATEN

**MULTIMEDIA DESIGNER**

*Lathian Systems, Irvine, California*

*2003-2005*

- Designed, developed, and maintained e-learning materials, website interfaces and sales presentations for new medicinal products
- Animated Flash presentations tailored to client's target audience
- Created all printed invitations sent to doctors to view e-learning materials
- Managed voice-over talent used in e-learning materials
- Developed an expertise in marketing pharmaceutical products

**MARKETING COORDINATOR**

*University of California Irvine, Irvine, California*

2002-2003

- Oversee all marketing materials used for various campus organizations
- Designed all printed collaterals such as flyers, brochures, and kiosks
- Educated inspiring college students on design, software, and technology
- Maintained relationship with printing vendors
- Reported directly to Dean of ASUCI

**SENIOR MULTIMEDIA & GRAPHIC DESIGNER**

*One Touch Design, Huntington Beach, California*

1999-2002

- Designed all weekly entertainment flyers and mall directories for the Irvine Spectrum Shopping Center
- Designed all promotional “Project Playhouse” and Concert Series collateral for Fashion Island Shopping Center
- Laid-out various travel and product catalogs
- Developed and maintained websites and multimedia projects from concept to launch

**JUNIOR ART DIRECTOR**

*Under Pressure Racing & Development, Huntington Beach, California*

1998-1999

- Designed all company advertisements viewed in internationally distributed magazine such as Formula One, Turbo, and Sport Compact Car, Max Power and others
- Introduced a website for company to use as an additional marketing tool
- Reported directly to CEO
- Gained automotive expertise in professional racing, European and Japanese performance industries
- Developed and maintained relationships with printers and magazine vendors

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**EDUCATION &  
CERTIFICATION**

**THE ART INSTITUTE OF CALIFORNIA - ORANGE COUNTY**

*Santa Ana, CA — Degree in Multimedia & Web Design*

**ADOBE SYSTEMS**

*Certified Adobe Flash Designer*