



## JAY MCLAIN

High Point, NC



### Summary of Qualifications

With over thirteen years of experience in graphic design, advertising and marketing involving print and interactive media, Jay enjoys creating impactful, creative work for its clients, regardless of the medium.

### Experience:

- R & L Sports Company - Greensboro
- Appian Digital Inc. - Burlington
- Coyne Beahm Advertising - Greensboro

### Design:

- Design and production of all materials for direct mail, print, guerilla marketing, point-of-sale, retail, event promotion, e-mail marketing campaigns, online and social marketing, web site design and maintenance.
- *Worked closely with developers to maintain the aesthetic presentation of each web site involving content managed, e-commerce and online marketing solutions for multiple clients.*
- *Responsible for development of online multimedia projects, such as flash-based presentations, web banners and various media rich projects.*
- *Design and front-end development for over forty web sites, including e-commerce, brochure marketing, media rich and content management systems.*

### Marketing:

- Responsible for the development of the brand through an integrated and consistent marketing strategy across multiple delivery mechanisms, elevating the company to a position of recognition in the category.
- Responsible for concept development and implementation of an integrated print, retail, promotions, direct mail, relationship marketing, and interactive programs for re-launch of Doral brand cigarettes. (R.J.Reynolds Doral Brand Share increased from a 2 share to a 6 share within 8 months of re-launch.)

### Technology:

- Proficient in Illustrator, Photoshop, Flash, Dreamweaver, QuarkXpress, and Indesign.
- Experience in Fireworks, Imageready, Adobe Acrobat, Form Z 3D.
- Working knowledge of ASP, ASP.NET, Javascript and Flash Actionscript.
- Extensive knowledge of (x)HTML and CSS, able to code without use of a WYSIWYG editor.
- Production experience in prepress including art production, processing, art studio management, and film stripping.

### Education:

- A.A.S. in Commercial Art and Advertising Design, 1997, Guilford Technical Community College
- He speaks Portuguese fluently.