
ERIC C. KINSEY

Marketing Specialist and Business Analyst

CONTACT

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CAREER OBJECTIVE

To make a substantial impact for an organization utilizing my experience in business development, design and marketing to generate exceptional growth for the organization and my career.

WORK EXPERIENCE

VisionFriendly.com, Naperville IL —

President & Director of Client Relations

OCTOBER 2012 - PRESENT (10 Years)

- Developed a highly effective team and marketing strategies to grow the company's revenue which more than doubled over the 10 years of my tenure.
- Managed a 25 person team spanning: marketing, sales, web design, programming, Project Management, quality control, HR and customer support.
- Developed the company's proposal standards, contracts, pricing models and key productivity standards.
- Created staff policies and assisted in developing infrastructure to support for our growing team.
- Built all primary strategic partnerships and developed with clients to exceed sales targets and bring in over \$650,000 in direct sales for the last 5 years.
- Optimizing business processes and strategies.

VisionFriendly.com, Yorkville IL —

Director of Design / Director of Digital Marketing

AUGUST 2007 - SEPTEMBER 2012 (5 YEARS)

- Created company branding, content strategy and website design.
- Developed Quality Control department and trained team members in testing needs for pre/post-launch quality standards, as well as ADA compliance standards.
- Managed a team of 7 designers in a collaborative waterfall style project management framework.
- Developed video marketing team to run live events, product shots and other event production
- Interviewed business owners and consulted on strategies for marketing

CAPABILITIES

Executive

- Team Leadership
- Business Planning
- Contract Negotiations
- Market Research & Planning
- Interviewing and Hiring
- Partnership Development

Production

- Front End Development
- Video Production Direction
- Wireframing UI/UX
- Graphic Print Design
- Website Design
- Video Editing

Marketing

- Content Marketing Strategy
- Search Engine Optimization
- Website Traffic Analysis
- Conversion Optimization
- Email Segmentation
- Social Engagement

and branding for businesses.

VisionFriendly.com, Asheville NC —

Web Designer / Sales Representative / SEO Specialist

MARCH 2006 - SEPTEMBER 2007 (1.5 YEARS)

- Opened a satellite office in Asheville NC and began developing business in this new market for the company.
- Researched and documented our SEO methodology and trained staff on implementation of these techniques.
- Incorporated new sales and development processes for moving clients from static HTML to custom WordPress themes.
- Attended Networking events to gain local business.

VisionFriendly.com, Sugar Grove IL —

Web Designer

MARCH 2004 - MARCH 2006 (2 YEARS)

- Designed and managed clients for a variety of different business verticals.
- Crafted marketing message recommendations based on client interviews and competitive analysis.
- Developed custom photoshop graphic prototypes for clients.
- Converted graphics into adaptive HTML and then collaborated with our programming team to implement advanced features, custom CMS interfaces and a fully custom in house ecommerce system.

Freelance Web Designer (Self-Employed), DeKalb IL—

Website Contractor for multiple small businesses

1999 - 2005 (5 + YEARS)

Developed custom coded website designs for SMBs.

EDUCATION

Northern Illinois University (NIU), DeKalb IL — *BFA - Time Arts (3.9 GPA in major, 3.4 overall)*

January 1999 - June 2003

The NIU Time Arts program was a multimedia commercial art degree. Including 3D modeling, animation, video/audio editing, website design, logo branding, HTML/CSS, Flash/Shockwave programming and more.

INDUSTRY AND CHARITABLE LEADERSHIP

Great Lakes Research Group (501 C3)

Marketing and Advisory Board Member, 2017 - 2019

Fox Valley Habitat for Humanity (501 C3)

Marketing and Advisory Board Member, 2014 - 2016

LANGUAGES

Competent in:

- HTML
- CSS
- English
- American Sign (ASL)

SOFTWARE

Advanced knowledge in:

- Adobe Photoshop
- Adobe Dreamweaver
- Google Analytics
- SEO Powersuite
- Screaming Frog
- Hub Spot
- Rank Math
- Monday.com
- After Effects
- 3-D Studio Max
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint

SPECIAL INTERESTS AND CAPABILITIES

Content Marketing Specialist —

My extensive experience writing taglines/slogans and effective headlines for landing pages, print graphics etc, has been one of my most recognized talents from my clients. This combined with my ability to communicate and manage a team of marketers is the key to the revenue increases that I've been able to consistently deliver for my clients and my company.

Website Performance Specialist —

After handling the migration over to mobile responsive web design standards, we also found a need to instigate more rapid loading techniques for mobile networks. This capability involves assessing loading challenges and techniques to mitigate them with caching or compression methods.

Web ADA Specialist —

Extensive research and implementation of ADA compliance standards. Over 7 years of working with ADA compliance; requirements, testing systems and implementation of corrections to common website errors. WCAG 2.1 Level AA standards.

Proposal and Contract Specialist —

The client relations role required that we have clear documentation for proposals and contracts. I personally drafted and evolved those documents over the years in this role.

Ecommerce Specialist -

Over ten years spent as the custom ecommerce specialist. I was responsible for establishing unique user-flows, making UI/UX recommendations as well as vetting credit card processors, shipping, tax, and CMS/ERP integrations.