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# ERIC C. KINSEY

Art Director, Marketing Specialist, and Content Strategist

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## CONTACT

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## CAREER OBJECTIVE

To make a substantial impact for an organization utilizing my experience in user-experience web design, art direction and marketing consultation to generate exceptional growth for both the organization and my career.

## WORK EXPERIENCE

### **JumpFly.com, Hoffman Estates IL — Creative Director / CRO Consultant**

OCTOBER 2022 - May 2024 ( 1.5 Years )

- Developed standard process for a new department focused on Website design, Ad design, Video design, UI/UX audits, Content Strategy Analysis, and CRO Testing
- Consulted with ~10-15 clients per month providing recommendations for their website conversion and advertising strategies.
- Collaborated with the executive team on day to day and YOY department goals
- Searched out and interviewed candidates to expand the department.
- Implemented an effective conversion rate optimization audit/upgrade process resulting in A/B tests with substantial impact to their CVR, ROAS and overall revenue for multiple clients.

### **VisionFriendly.com, Naperville IL — President & Director of Client Relations**

OCTOBER 2012 -OCTOBER 2022

- Manage and drive collaboration across a multifunctional team that includes: Marketers (SEO, PPC, Social, Email), Account Management, Analytics, Project Managers, Web Designers, Programmers, Quality Control and IT Managers.
- Play a central role in partnering with business stakeholders to align on planning and achieving sign-off on initiatives
- Develop branded presentations and communication materials for internal and external use
- Define pricing standards and manage ongoing marketing strategies to grow the company's revenue, which more than doubled over the 10 years of my tenure.
- Develop 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.

## CAPABILITIES

### *Executive Skills*

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

### *Production Skills*

- Front End Development
- Agency Art Direction
- UI/UX CRO TESTING
- Graphic Print Design
- Website Design

### *Marketing Skills*

- Content Marketing Strategy
- Search Engine Optimization
- Paid Search Strategy
- Email Marketing
- Website Traffic Analysis
- Conversion Optimization

- Built all primary strategic partnerships and developed project plans with my clients to exceed sales targets and bring in over \$650,000 in direct sales for the last 6 years.
- Day to day split between executive relations management and ongoing optimizing of 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 designs.
- Created extensive design manual documenting Ui/UX, styles and code best practices for the agency.
- 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 an expanding video production team to run live events, product shots and other event production
- Interviewed business owners and developed strategies for marketing and branding their businesses.

**VisionFriendly.com, Asheville NC —**  
*Web Designer / Sales Representative / SEO Specialist*

MARCH 2006 - SEPTEMBER 2007 ( 1.5 YEARS )

- Opened and managed 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 2005 - MARCH 2006 ( 1 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.

**LANGUAGES**

*Competent in:*

- HTML 5.0
- Dot Syntax Lingo
- CSS 3.0

**SOFTWARE**

*Advanced knowledge in:*

- Adobe Creative Suite
- Crazy Egg A/B Testing
- Unbounce A/B Testing
- Optimizely A/B Testing
- Canva Design Tool
- Google Analytics
- Google Search Console
- WordPress
- Shopify
- Bootcamp
- Chat GPT
- Screaming Frog
- SEM Rush
- Hub Spot
- Rank Math
- Google Suite
- Microsoft Suite
- Many more...

## 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 & CHARITABLE LEADERSHIP

### **Great Lakes Research Group (501 C3)**

Marketing and Advisory Board Member, 2017 - 2020

### **Fox Valley Habitat for Humanity (501 C3)**

Marketing and Advisory Board Member, 2014-2016

## SPECIAL INTERESTS & 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, often with alternate hosting, caching and 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.

### **Ecommerce Specialist -**

Over ten years spent at VF 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.