
ERIC C. KINSEY

Art Director, Marketing Specialist, and Content Strategist

CONTACT

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CAREER OBJECTIVE

To leverage my extensive background in UI/UX web design, art direction, and marketing consultation to drive significant growth for both the organization and my professional trajectory, fostering exceptional outcomes.

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 stake-holders 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)

- Created custom websites for clients in 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, DeKalb IL —
BFA - Time Arts
Graduated - 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.