

Charles Jelinek

Summary Over seven years of experience with web & graphic design, web development and photography. Highly motivated and well-adjusted to new environments and technologies. Set apart by unique combination of creative visual design with excellent technical skills.

Experience Web Developer / Graphic & Web Designer
Aug, 2001–present Orlandi Statuary Company, Inc. Chicago, IL

- ✍ Created customized corporate intranet site for in-house use. Functions include: dynamic PDF catalog and sales sheet generation pulled from a database; Custom sales reports based on various criteria; Detailed product search options; New-product tracking module.
- ✍ Planned, built and deployed high-traffic e-commerce wholesale web site. Created infrastructure and content based on company identity (www.OrlandiCollections.com). Responsible for regular maintenance and product updates.
- ✍ Created new identity and web templates for e-commerce retail web site (www.ElementsOfHome.com). Managed server-side technology for dynamic catalog display and shopping cart functionality. Developed backend database management for product maintenance. Responsible for regular maintenance and product updates.
- ✍ Plan and implement web strategy and marketing. Create site-specific visual elements and email marketing campaigns. Monitor and adjust sites for search engine optimization. Manage and track pay-per-click keyword campaigns.
- ✍ Produce tabletop photography of products for marketing materials, catalogs, web graphics, and retail stores.
- ✍ Provide graphic design for marketing collateral including: catalogs; advertisements, postcards, sales rep materials; internal filing and web site graphics. Ads have been placed in the *Chicago Sun Times*, *Home Accents Today*, *Home Lighting & Accessories*, *Home Décor*, *Traditional Building* and *Garden Décor*. Communicate with vendors to ensure any outsourced production is completed on time and within budget.
- ✍ Provide materials for sales representatives including: sales sheets, product books, promotional materials, company tote with logo, interactive order form on CD-ROM (which is submitted via the Internet), CD-ROM containing web site and catalogs. Developed dynamic backend system on wholesale web site to keep track of rep information.
- ✍ Produce sales collateral tailored to potential clients. These materials directly contributed to \$500,000 of sales in my first six months of employment, and \$3.2 million to date.

Web Developer / Graphic & Web Designer

Mar-June, 2004 The Micata Group, LLC. Carol Stream, IL

- /// Designed web site for distributing business ethics advice, the main focus being a monthly newsletter in electronic format (www.TheMicataGroup.com).
- /// Developed comprehensive system to collect and maintain customer subscription information; Subscribers automatically receive reminder email 30 and 60 days prior to end of subscription period, and a cancellation email when subscription expires--They can also log in to view archived newsletters.
- /// Created web-based CMS to maintain customer subscriptions, send monthly newsletter automatically, send email alerts when breaking news occurs, and edit bodies of automatic emails (including dynamic field inserts).
- /// Created a secure system to allow sharing of files between company employees.

Web Developer / Graphic & Web Designer

June-Nov, 2002 Wing and a Prayer Angelic Creations, Inc. Lake Zurich, IL

- /// Designed e-commerce web site for startup retail company (www.wpAngels.com).
- /// Developed extensive front and backend systems enabling both retail and wholesale purchasing depending on the type of customer.
- /// Created web-based CMS to easily maintain product inventory and customer database, as well as track sales with various custom sales reports. Administrator can export customer information to a vcard for integration with desktop applications.

Education	1993–1997	University of Michigan	Ann Arbor, MI
	B.G.S., Concentration in Photography		
Software	Photoshop, ImageReady, QuarkXPress, Illustrator, Flash, GoLive, Acrobat, MS Office Suite, FrontPage, Access		
Web Skills	PHP; MySQL; HTML; DHTML; JavaScript; CSS; XML; SEO; dynamic PDF generation		
Web URLs	www.ElementsOfHome.com www.OrlandiCollections.com www.OrlandiCustom.com www.wpAngels.com www.TheMicataGroup.com www.EdJelinek.com www.CJ-Jelinek.com www.DonnaGlavan.com www.Emmaus-House.org www.MattShrake.com		