

Marc Ramsey

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SUMMARY OF QUALIFICATIONS

- Award Winning Creative Director and Designer In Digital Marketing and Advertising.
- Start-up exposure growing a team of Creative Professionals from 5 to 18 People.
- Creative Director and Designer for campaigns that included many of the top Fortune 500 Companies.

APPLICATION AND TECHNOLOGY SKILLS

Adobe Creative Cloud, Salesforce, Celtra, Blender, Substance Painter, HTML5, CSS3, ActionScript 3, JavaScript, DoubleClick Studio, MS Office, Mac OS 10.x, Windows XP. Working knowledge of XML and PHP.

PROFESSIONAL EXPERIENCE

Tapad / Brand Networks - New York, NY

11/15 - 04/20

Senior Creative Director

- Award Winning Creative Director (OMMA - Top Programmatic Creative + many others).
- Project management and creative lead, providing direction and guidance to the Creative Team.
- Responsible for scheduling all creative projects and ensuring timely delivery using Salesforce CRM.
- Created and Maintained all weekly reports highlighting key departmental stats and milestones.
- Lead on Creative Commercialization for Social Media ad formats and platform.
- Maintains Creative relationships and Client / Creative kick-off calls between Sales, Account Management, Advertisers, Media Buyers, and Creative Agencies.
- Worked Directly with Platform Vendors (Celtra, Sizmek, Innovid, TreSensa, etc.).
- Maintains all Creative Documentation and Internal / Client Facing Websites (Spec Sheets, Sales One Sheets, Demo Library, Confluence, Creative Portfolio).

DIA, Inc. - Norfolk, VA

07/14 - 11/15

Digital Director and Interactive Media Specialist

- Design and Develop all key digital media components for our clients.
- Lead all digital correspondence for the life of a campaign or continually with retainer level contracts.
- Maintaining and reporting all accounts through web analytics.
- Work with key media to maintain strong relationships and to stay on top of industry trends.
- Works closely with account, creative and measurement teams to ensure media plans and creative/measurement work are strategically aligned and client needs are met.
- Responsible for oversight of all program budgets, and overseeing billing.

Lin Media at WAVY-TV 10 / WVBT-TV 43 - Portsmouth, VA

02/12 - 07/14

Senior Digital Designer

- Responsible for conception, art direction, design and development of online rich media campaigns.
- Design and develop web and mobile landing pages for various clients.
- Manage and schedule all team projects. Assist, mentor, and develop Junior Designers.
- Lead team meetings, create training collateral, and implement improvements on existing technologies.

Tremor Video - New York, NY

09/07 - 06/11

Digital Creative Manager, Interactive Designer

- Managed the Creative Team consisting of up to 18 Designers and Developers.
- Facilitate communication between the internal ad network and outside agencies to bring concepts to our team where I had close oversight on creative development through the finished project.
- Managed direct reports and distributed creative projects to the design and developer teams.
- Coordinated with sales team and their clients to understand the needs and requirements necessary to deliver optimum products to support campaign goals.
- Created storyboard concepts for campaign proposals to top-tier Advertisers.
- Researched and worked directly with developers to create new products and features.

EDUCATION

Online course training - Lynda.com, Codecademy.com, Harvard EDx

2007 - Present. Completed multiple courses in Photoshop, HTML5, Advanced CSS3, JavaScript, UX/UI Design, Blender and Substance Painter.

Tidewater Community College - Virginia Beach, VA

1993-1995, Architectural Drafting and Design studies

Old Dominion University - Norfolk, VA

1996-1997, General Studies

REFERENCES

Available upon request