

CARL ESPERANCE

11148 Ferragamo Court, Las Vegas, NV 89141

Phone: 971.373.5110 Email: cesperance@gmail.com Web: www.carlesperance.com

WORK EXPERIENCE

2018-2020

Graphic Designer, *Pediped Infant Footwear*

- Creation of email marketing for two websites: pediped.com and pedipedoutlet.com. Online accounted for more than 80% of pediped's sales and the primary trigger for sales was the email marketing.
- Photo retouching and color correction of product shots and models
- Created custom HTML pages, slider graphics and promotional banners for pediped.com and pedipedoutlet.com
- Design of weekly social media posts and stories for Instagram
- Design of direct marketing mailers and print advertisements

2014-2018

Web Designer, *LightSpeed VT*

- Design and maintenance of client's websites to promote their virtual training
- Webmaster of over 150+ wordpress sites
- Creation of marketing materials for LightSpeed VT clients - including trade show displays, bookmarks, brochures, email blasts
- Logo and Brand Identity creation for a number of clients
- Creation and maintenance of LightSpeed corporate site
- Created HTML e-commerce pages for the virtual training system
- Design of internal marketing materials for LightSpeed VT

2007-2014

Web Designer, *Digital Motion Marketing Solutions*

- Design of websites from inception to completion: initial comps, Flash/jquery animations, HTML cutup, initial programming and general website maintenance
- Lead artist and creative director on a wide range of design projects including: Flash banners, trade show displays, label design, promotional videos, email marketing, logo design/corporate identity creation
- Provided help desk assistance for clients with issues and concerns
- Main photographer and video editor for Digital Motion
- Social media management

ABOUT

I am a graphic designer (with an emphasis on web design) with 10+ years of experience in the industry. Originally from New York, I moved out to fabulous Las Vegas, Nevada 6 years ago and am loving being in the desert. My portfolio reflects my wide range of skills and proficiencies. I pride myself on my ability to work diligently, meet deadlines, and produce at a high rate.

EDUCATION

New York University
New York, NY
Communication Studies

Briarcliffe College
Patchogue, NY
Graphic Design
Graduated Magna Cum
Laude and Dean's List

AWARDS

2007, Best of Long Island
Best Political Website
Leslie Crocker Snyder

2007, Best of Long Island
Best B2B Website -
WB Stockyard

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WORK EXPERIENCE

2006-2007

Design Internship, *Lounge Lizard Worldwide*

- Graphic and web design ranging from homepage designs to print ads
- Back end design work including HTML/CSS, Flash and website maintenance
- Main responsibilities included: populating sublevel webpages, making alternate sizes of Flash banner ads, general maintenance of websites

2003-2005

Sales Assistant, *Fox Cable Networks*

- Scheduled :30 and :15 second commercial spots by quarter for the FX Network and National Geographic Channel
- Reviewed orders from sales offices in Los Angeles, Detroit, Chicago and New York for errors and other conflicts
- Managed day-to-day contracts of spots for National Geographic Channel
- Liason between sales and traffic departments regarding issues with spots

PROFICIENCIES

Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Adobe InDesign
Wordpress CMS
HTML/CSS

REFERENCES

Available upon request.