



Jeremy Kron

720.352.3054

jckron@gmail.com

- » Interactive Design
- » Web Development
- » Online Marketing

www.jeremykron.com

SKILLS & COMPETENCIES

CREATIVE THINKING

- » Conceptual understanding
- » Interdisciplinary application
- » Inventive abilities

DESIGN

- » UX Design
- » UI Design
- » Graphic Design
- » Web Design
- » Web Animation

DEVELOPMENT

- » HTML5
- » CSS
- » PHP
- » MySQL
- » Javascript
- » jQuery
- » XML
- » SVG
- » SMIL

SYSTEMS

- » IIS
- » Telerik Sitefinity
- » Wordpress
- » Eloqua

ADVERTISING & ANALYTICS TOOLS

- » Google Analytics
- » Google Tag Manager
- » KISS Metrics

EXPERIENCE

SWIFTPAGE/ACT! (2010-2017), WEB DESIGNER/DEVELOPER

CMS Platform Management, Website Administration, Front End Development, Content Management, Landing Page Design, Email Design & Development

SKETCHFOLIO (2007-2014), FRONT END DEVELOPER

Email Development, Email Marketing QA & Testing, Landing Page Development

ID WATCHDOG (2010-2014), INTERACTIVE MARKETING MANAGER

Web Design, Web Development, Website Administration, Online Marketing, Email Design & Development, Affiliate Marketing, PPC Marketing

CUSTOMER COMMUNICATIONS GROUP (2007-2010), INTERACTIVE DESIGNER/DEVELOPER

Web Design, Web Development, Marketing Strategy (Client Solutions), Email Design & Development

COMPUTER SYSTEMS DESIGN (2006-2007), WEB DESIGNER/DEVELOPER

UX Design, Web Design, Web Development



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ACCOMPLISHMENTS

- » Managed and executed redesign, development and implementation efforts on international act.com website (Swiftpage), resulting in significant improvements in site functionality and online traffic
 - » Responsive design & mobile compatibility
 - » Year over year increases in traffic, pageviews and session duration through SEO improvements and standards compliance
- » Managed and executed act.com international site migrations
 - » Static HTML to ASP.NET/C#
 - » ASP.NET to Telerik Sitefinity CMS platform
- » Executed act.com international online marketing message transition from license model to subscription service (SAAS)
- » Created and developed online marketing strategy, digital and print assets in transition of ID Watchdog business focus from B2C to B2B organization
- » Facilitated Sketchfolio client (Avnet Electronics Marketing) transition from Exact Target email marketing platform to Eloqua (Q4 of 2012)

CERTIFICATES & AWARDS

- » Living the Exclamation (Employee recognition), Swiftpage, Q1 2016
- » Most Billable Employee, Customer Communications Group, 2008 & 2009
- » Tier 2 Computer Support Representative, University of Colorado, 2005

EDUCATION

- » University of Colorado, Boulder
B.A., Psychology, 2002
- » Front Range Community College
Multimedia & Graphic Design, 2004-2005