

## Creativity, Vision, and Experience

504 Mills Lane Irving, TX 75062

496-236-8354 | [contact@jasonsalamone.com](mailto:contact@jasonsalamone.com)

### Profile

Dedicated, results driven web development expert with over seven years experience creating original art and graphic layouts for interactive Web sites, applications, e-mail promotions, brand development, logo and brochure design, and print advertisements. Exceptional problem solver with a proven ability to transform concepts into visual reality. Currently in a project management role working closely with department managers, creative teams and company executives to conceptualize, design, supervise, and produce projects that reach company goals.

### Skills

Web Design: Macromedia Dreamweaver, BB Edit  
Languages: HTML, XHTML, DHTML, XML, CSS, JavaScript, PHP, MySQL (1 year experience)  
Graphic Design: Adobe Photoshop, Illustrator, Image Ready, Fireworks  
Print Production: Quark, Adobe Indesign, Acrobat Pro  
Business: Microsoft; Word, Excel, PowerPoint, Outlook

### Career

#### Sabre Holdings, inc

March 2005 - present

#### Senior Graphic Designer/Web Developer

Sabre Holdings needed an experienced designer and developer to provide design and art direction for there new division Jurni. Responsible for creative development and design of websites, HTML email campaigns, and print material for both company and there suppliers. Suppliers included American Airlines, Southwest Airlines, Walt Disney World, Royal Caribbean Cruise Lines and Funjet Vacations. Key Accomplishments included:

- Redesign of corporate web site [www.jurni.com](http://www.jurni.com)
- Implemented more modern CSS and HTML methods
- Established HTML email campaigns utilizing Exact Target e-mail solutions
- Created and developed award winning package designs for themed marketing campaigns
- Worked with vendor Shipshapes.com to developed unique shape mailing campaigns

#### Physicians' Education Resource/Cancer Information Group

October 2000 – March 2005

#### Web Developer

Lead creator and developer for cancer research company responsible for coordinating full range of project development, from initial proposal to final delivery. Duties include creating site architecture, designing, building, and supervising maintenance of corporate web sites and promotional e-mail campaigns. Supervise web team to meet tight deadlines for four different departments. Introduced process and procedures to improve workflow. Key accomplishments include:

- Established unified web presence for both companies.
- Introduced new revenue streams by developing online registration system.
- Worked with designer to create Web site for national consumer magazine. [www.curetoday.com](http://www.curetoday.com)
- Converted all of company's publications to the web.
- Initiated standards and compliance for all company sites.
- Implemented HTML e-mail campaigns resulting in increased awareness of company.
- Won company awards for outstanding dedication and performance.

## Creativity, Vision, and Experience

504 Mills Lane Irving, TX 75062

496-236-8354 | [contact@jasonsalamone.com](mailto:contact@jasonsalamone.com)

### Career Continued

#### Southwestern University

June 1999 - October 2000

##### **Web & Graphic Designer**

Designed and produced a variety of ads, brochures, Web sites and other creative projects for University handling all steps of conception and production. Managed all aspects of producing a quarterly magazine while meeting a demanding production schedule. Key accomplishments included:

- Redesign of University's magazine.
- Played key role in creating "Southwestern Live" student recruiting campaign.
- Creation and building of "Southwestern Live" Web site.

#### Printing Research Inc.

January 1999 - June 1999

##### **Advertising and Promotions Manager**

Played integral role in helping Structure Company's web site. Worked with marketing manager contributing to the "Super Blue" marketing campaign. Designed a variety of ads, graphics, and brochures for campaign and company Web site. Responsible for coordinating and setting up of company's trade show booth. Traveled to shows to run booth and talk with potential customers about company products.

### Education

#### **Virtual Training Company :: Present**

Online programming courses to enhance web development skills

#### **Baylor University :: 2000**

Web Developer Certification

#### **American Trades Institute :: 1998**

- Graphic Illustration
- Graduated With Honors
- Valedictorian

References available upon request