

# Marco Andon

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## EXECUTIVE PROFILE

Seasoned marketing and corporate communications professional with extensive experience providing marketing/e-commerce and graphic design support to various business areas. Bi-lingual, proficient in Spanish.

## SUMMARY OF QUALIFICATIONS

- Savvy Marketing professional with over ten years experience in marketing, graphic design, Web site design, online marketing, and both offset and digital print.
- Thorough knowledge of Web site best practices and analytics.
- Ability to communicate on various levels with advertisers, designers, corporate clients and media contacts.
- Experienced with digital imaging, including editing with Adobe CS products, QuarkXPress, and Flash.
- Strong working knowledge of Search Engine Optimization and Search Engine Marketing.

## RECENT ACCOMPLISHMENTS

- Redesigned Midwest Bank's Web site and Intranet, which focused on user experience, content, context, navigation and user interface design.
- Intranet site used by organization to communicate to employees saw an 82% jump in overall visits within a year. Intranet enhanced to include news feed, CEO communications, updated stories, community activity, in addition to HR, banker tools, and general bank information.
- Directed Internet site SEO project which increased unique visitors by 28% , total pages visited by 41%, and traffic from search engines by 10% in a 5 month period.
- Redesigned Midwest Bank's Marketing collateral including brochures, posters, flyers, and banners to meet the bank's brand standards

## PROFESSIONAL EXPERIENCE

### ECommerce and Marketing Officer – Midwest Bank

2006 - Present

- Update website with new information, rates, and or promotions. Monitor Website activity using third party webstat software
- Support and monitor Search Engine Optimization efforts
- Update and maintain company Intranet and report activity to ISAT Committee
- Create animated Flash banners to match current ads and/or promotion in place
- Create new content for all plasma screens
- Develop, implement, and monitor quality consistent branding standards of all collateral, ad work, newsletters, direct mail, contests, logo, as well as electronic branding in bank's internet and intranet
- Create and monitor consistent branding standards thought all external marketing channels with vendors, partners, advertisers, and Ad agency work

- Manage, maintain, update, and develop all E-commerce marketing channels both internal (intranet) and external (internet, online banking, and bill pay)
- Maintain and update fulfillment center by working directly with provider
- Work closely with Human Resource department to create employee training material

**Graphic Designer** – Equity Office Properties Trust 1998 - 2006

- Maintain the Marketing Department intranet site
- Develop an E-brochure system by utilizing company database information
- Contribute in the development of a digital asset management system to keep and maintain images organized by image characteristics such as image type, size, photographer name and building location
- Design various marketing collateral including brochures, invitations, direct mail campaigns, directories and components for special events
- Design templates for the company branding program
- Work directly with print vendors to guarantee quality control by attending press checks

**EDUCATION**

Keller Graduate School of Management  
Masters in Information Systems Management, graduated with Honors 2005 - 2008

Robert Morris College  
Bachelors of Arts, Graphic Design 2000 - 2003

Northwestern Business College 1993 -1996  
Associates Degree Computer Programming

**GRAPHIC DESIGN AND WEB SOFTWARE SKILLS**

QuarkXPress, Adobe CS (Illustrator, Photoshop, Flash, InDesign, Acrobat), Microsoft Office DreamWeaver, HTML, XHTML, CSS, PHP, JavaScript