

DENNIS JENDERS

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w <http://portfolio.snazzy.org>

OVERVIEW

Searching for your next superstar? I am a Milwaukee based designer and technologist with over 10 years of interactive experience. Comfortable in a business suit or sneakers, I have assembled interactive departments and developed the necessary methodologies and practices to support them. My strategy work has led to many successful interactive and marketing implementations for a wide variety of local and national clients. I am in search of a new relationship where quality, perfection and innovative ideas are welcomed and nurtured.

EXPERIENCE

{ HANSON DODGE CREATIVE 2007-PRESENT
220 E. BUFFALO AVE., MILWAUKEE WI, 53201

TECHNICAL ARCHITECT, *formerly Web Producer*

- * Interactive team lead on the firm's largest account, with clients including:
Horizon Fitness, Wisconsin Dept. of Tourism, Xavier University, DHL, Herzing College
- * Annually responsible for \$1.5 million of interactive billings.
- * Provide team assignments, and manage 500-600 project team hours a month
- * Recommend and research methods and solutions for the firm's interactive work.
- * Develop client specific strategies with account supervisor, creative director and interactive strategist.
- * Lead the development of project requirements gathering, statements of work, functional specifications, project estimates and plans.

INTERIM INTERACTIVE PRACTICE LEADER AND RESOURCE MANAGER, *Nov 2007 - March 2008*

INTERIM ACCOUNT SUPERVISOR AND STRATEGIST/HERZING COLLEGE, *March 2007 - October 2007*

{ SNAZZY DESIGN STUDIO, *freelance* 1997-PRESENT
MILWAUKEE, WI

FOUNDER AND PRINCIPAL DESIGN

- * Consultation including; brand management, interactive strategy, interactive marketing
- * Direct and design interactive solutions for clients including:
Wheaton Franciscan Healthcare, Milwaukee Bucks, Milwaukee Interactive Marketing Association
- * Lead and manage the design process and technical considerations for all projects.
- * Manage timelines, finances, and subcontractors to meet project goals and deadlines.

{ JOURNAL INTERACTIVE, A DIVISION OF THE MILWAUKEE JOURNAL SENTINEL 1999 - 2006
333 W. STATE STREET, MILWAUKEE WI, 53201

INTERACTIVE DESIGN MANAGER

- * Establish the creative direction for the network of sites, online properties, and interactive initiatives.
- * Lead and manage the online design staff providing leadership through the development process to ensure the the integrity of the creative and strategic vision of each project is met.
- * Generate creative solutions while directing the overall technical structure and content of our Web sites.
- * Manage projects and workflow to ensure client expectations are met creatively and financially.
- * Identify new revenue opportunities contributing to a revenue increase from \$3 million in 2004 to \$5.8 million in 2005, and then to almost \$10 million in 2006.
- * Develop new ad units and technologies that resulted in 130% growth in ad revenue for 2005/2006.
- * Track online effectiveness and audience interaction of our Web properties and advertising campaigns.
- * Work closely with the technical, sales and marketing staff, often filling the role as Operations Director and managing the technical staff.

INTERIM INTERACTIVE DIRECTOR AND TECHNICAL MANAGER, 2006

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EDUCATION

UNIVERSITY OF MILWAUKEE, WISCONSIN * COMPUTER SCIENCE, 1997-1999

MARQUETTE UNIVERSITY * CIVIL/ENVIROMENTAL ENGINEERING, 1994-1999

SKILLS

WEB TECHNOLOGIES

XHTML, CSS, XML, JavaScript, VBScript, Flash, ActionScript, Classic ASP, PHP, and some Java / CGI / .Net experience.

MISCELLANEOUS

FTP, IRC, Telnet, and various Internet protocols like TCP/IP, POP, IMAP, WebDAV, etc.

Server administration, Terminal Services, IIS, domain services, and networking. Troubleshooting and construction of desktop and laptop computers.

Comfortable in a Mac or PC enviroment with extensive experience in OS X, Microsoft Vista, XP, Server 2003, Media Center and previous versions.

PROGRAMS

Adobe Photoshop, Illustrator, InDesign, Flash, Acrobat, ImageReady, Corel Xara, Quark Xpress, Internet Explorer, FireFox, Safari, Thunderbird, Microsoft Office Suite (Excel, Word, PowerPoint), Microsoft Project.

UltraEdit, BBEdit, Coda, Visual Studio, Visual Source Safe.

BaseCamp, dotProject, Mantis, Rebus, Creative Manager Pro. Google Analytics, AdWords, WebMaster Tools.

HONORS

2005 * PICK N' SAVE METROMARKET/NAA DIGITAL EDGE AWARD - BEST ADVERTISING PROGRAM

"To entice young professionals to shop at a downtown grocery store, Journal Interactive executed a triumphant campaign that involved permission-based e-mail marketing, specialized contests and advertising messages scheduled by daypart. Journal Interactive's online marketing expertise has led to three Best Advertising Edgie Awards in a row." - NAA Digital Edge Panel of Judges

2005 * PACKER INSIDER/NAA DIGITAL EDGE AWARD - BEST SPORTS SITE

2004 * MEDICAL MOMENT WEB SITE/NAA DIGITAL EDGE AWARD - BEST ADVERTISING PROGRAM

2003 * BROOKS STEVENS WEB SITE/MILWAUKEE ART MUSEUM PERMANENT COLLECTION

2003 * ONWISCONSIN GOLF GUIDE/NAA DIGITAL EDGE AWARD - BEST ADVERTISING PROGRAM

2003 * MILWAUKEE BALLET WEB SITE/WISCONSIN COMMUNICATORS AWARD - FIRST PLACE

2001 * MLB ALL-STAR GAME/NAA DIGITAL EDGE AWARD - FINALIST

ORGANIZATIONS

MILWAUKEE INTERACTIVE MARKETING ASSOCIATION - *Founder & Border Member*

WISCONSIN .NET USERS GROUP - *Member*

MILWAUKEE ADOBE USERS GROUP - *Member*

SPEAKING

ALVERNO COLLEGE - VISUAL COMMUNICATION PANEL OF PROFESSIONALS

MILWAUKEE PUBLIC SCHOOLS - INTERACTIVE MEDIA PANEL OF PROFESSIONALS

MILWAUKEE ADOBE FLASH USERS GROUP - XML & WEB SERVICES

REFERENCES

Available upon request.