

Christopher D. Westcott

digital marketing specialist

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SUMMARY

A project Manager with an excellent eye for troubleshooting brings imagination, organization, flexibility, and positive communication skills to any team. Leverages background in graphic design, I.T., and systems administrative experience to develop creative solutions.

Innovative and passionate creator of creative strategies and solutions in I.T. applications; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Strategic, detail-oriented team player and leader with exceptional collaborative and interpersonal abilities; skilled in client and vendor relations and negotiations and able to interpret and understand client needs and solutions.

SPECIALTIES/TECHNOLOGIES

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| • UX/UI Design | • Mac / PC Platforms | • HTML/CSS |
| • I.T. Management | • Adobe CC (Photoshop, Indesign, Illustrator, Premiere, Animate, etc.) | • CMS Administration
Wordpress, Joomla, SchoolWires, WIX, etc.) |
| • Human Factors | • Microsoft Office | • Social Media Administration |
| • User Research | • Google Analytics | • Creative Direction |
| • Mobile App Design | • Corel products | • Brand Strategy |
| • Mobile First Approach | • Digital Displays | • Web Technologies |
| • Web Design | • Event specialist | • Video Production |
| • Responsive Design | • Sharepoint & 365 Administration | • Photography |
| • Email Marketing with Constant Contact & Documatix | | |

PROFESSIONAL EXPERIENCE

Hoffman's Exterminating - Mantua, NJ 11/2021 - Current Marketing Manager

- Partnership relationship development with Philadelphia Eagles, Wells Fargo Center, Philadelphia Union, West Chester University, and more.
- Develop and manage brand by increasing awareness with logos, print and mascot appearances.
- Develop writable contracts and set them up in CRM with data mapping. Indesign development and Data Mapping.
- Event Coordination for multiple partnership activations, including parade float design and build.
- Manage website rebuild.
- Manage Business Development employees.
- Manage hiring interns and transition them to full-time employees.
- Design and build all advertising graphics and campaigns.
- Developed vendor relations, including building a new security system with a local contractor. • Handled internal I.T. needs, including computer management tools, & ordering new equipment. • Act as intermediary for I.T. support contractors.
- Developed video productions internally & with vendor.
- Creative writing of all press releases.

Independence Blue Cross - Philadelphia - 8/2020 -8/2021

Digital Marketing Specialist Contractor

- Digital Graphic Design (Photoshop & InDesign)
- Website Proofreading

My Alarm Center -Newtown Square - 10/2019 - 8/2020

IT Specialist

- Sharepoint website project manager
- MS 365 & AD Administration

Philadelphia Convention and Visitors Bureau - Philadelphia - 1/2019 - 6/2019

Website Specialist Contractor

- Creation of new webpages including landing pages and WordPress micro-sites
- Updates and maintenance of over 600 pages
- Print graphic production through InDesign and Illustrator projects •Create & deliver mass email promotions

Franklin Mint Federal Credit Union - Chadds Ford 8/2017 - 11/2018

Digital Marketing Specialist

- Administrate and deliver Brand Messaging through Documatix Products, scheduled emails to specific client lists
- Design and schedule displays for Adque Digital Display Systems
- Administrate HTML websites and WordPress websites
- Deliver Brand and Product messaging through monthly printed and e-Statements.
- Responsible for the design, invention, and interpretation of various design projects that cross over categories and platforms
- Find Technical Solutions for individual branches through message delivery systems

Elwyn - Media Campus 7/2016 - 8/2017

Digital Communications Manager

- Creation and Administration of the website and all content
- WordPress maintenance and updates for over 400 webpages
- Project Coordination of online entities and content with the consulting teams
- Research, design, and development on building the new corporate website
- Social media administrator includes media coordination of releases to news and online outlets.
- Print material design, including corporate newsletter and informational fliers

Wallingford-Swarthmore School District 9/2014 - 7/2016

IT Technician

- Teacher & Administration support through high school building of 100+ classrooms
- Website Administration for staff

Comcast Spectacor - Wells Fargo Center, Philadelphia, PA 6/1999 - 7/2014

Web Manager/Designer - IT Manager

- Supervised Teams delivering diverse I.T. services to over 7,500 users through 1,500 servers, including responsive websites, Citrix, and Microsoft Active Directory Services
- Maintained, created, and provided complete User Interactions, customer sales and service, and support for 42 Global website clients
- Project Lead - worked closely with a team of developers in a homegrown CMS implementation, enhancing corporate growth.
- UX Designer / Project Coordinator for multiple-department projects for Flyers, Sixers, and many other corporate entities.
- Creating and supporting design standards for all areas of websites and related marketing materials for Comcast.
- Designing full HTML5 mobile application for The Philadelphia Flyers & Phantoms Hockey Clubs, the Wells Fargo Center, and Flyers SkateZone Rinks.
- Creating and presenting PowerPoint seminars for informational and educational sessions.
- Manage, hire, and review full-time and part-time personnel and provide professional web design training for interns.
- Develop and present detailed reports to the senior management team and Comcast corporate executives.
- Initiate a video clipping program for Flyers & Phantoms to post highlights on kiosks located in Premium Seating areas in the Wells Fargo Center. Clipped, edited, and exported hundreds of videos to kiosks and team websites with millions of views.

Community Professional Loudspeakers - Chester, PA 1994 – 1999

Graphic Design Specialist

- Created logos, brochures, sell sheets, specification sheets, advertisements, point-of-purchase displays, presentations, and websites.
- Collaborated with Engineers on projects
- Designed promotions for trade shows, concerts, and company promotions for employees, distributors, and representatives.
- Produced interactive CDROM in HTML for the sales department and distributors that included all printed material and Product information. Art directed all product photo shoots.

CONTRACT & VOLUNTEER AFFILIATIONS

HB Electric, Inc.

I.T./ Marketing Consultant

- o Project Coordination
- o Create marketing materials for business and charity events
- o Administrate website and social media outlets o Manage and setup Network for computers & printers
- o Ethernet Cabling Specialist & Demolition Expert

Penncrest High School Band Parent Association

Vice President

- o Web Master - site designer, content coordinator
- o Social Media Administrator
- o Volunteer Management Co-coordinator

EDUCATION

Hussian School of Art, Philadelphia, PA.

Attended from September, 1983 to May, 1987.

Graduated with Associate Degree in Commercial Arts. Major (& honors): Advertising Design. Special studies in Illustration, Photography and Computer Graphics.