

Ben J. Tipler

Front End Web Developer & Designer

14080 Plymouth Ave
Burnsville, MN 55337

952.240.2830
info@bentipler.com
<http://creative.bentipler.com>

Profile:

For the past 7 1/2 years I have been helping companies with their marketing and advertising efforts through web development, graphic design and multimedia production. I've worked as both a freelancer and in-house employee as well as volunteered my time to non-profit organizations. My goal in my work is to find the balance between beauty and function. A great looking site is useless if it doesn't work.

Skills:

Software: The Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, Dreamweaver and Bridge), Microsoft Office (Word, Excel, Powerpoint), Final Cut Express and Audacity.

Languages: HTML/XHTML, CSS, JavaScript, XML, XSLT. I can also adapt and edit / am learning PHP and Action Script.

Experience:

June 2009 - Current: Children's Cancer Research Fund - As Interactive Communications Coordinator I am responsible for the following:

- **website editing/creation** (using xhtml, css, javascript, flash)
- **marketing creation/analysis** (search engine optimization, email campaigns, etc)
- **eCommerce/Online user interaction** (through a non-profit web application called Convio for donation management, event ticket registration, surveys, end user content creation & fundraising)
- **graphic design** (branding, print & web ads, etc)
- **strategy/planning** (working within the marketing department and other departments to create and implement strategies to utilize the web and social media to allow for easy engagement with the organization.)

Mar 2002 - Current: BJT Creative - I am hired by small businesses directly and am also contracted out by local creative agencies for:

- **website editing/creation** (using xhtml, css, javascript, flash)
- **marketing creation/analysis** (web ads, search engine optimization, email campaigns, etc)
- **graphic design** (business cards, flyers, postcards)
- **consultation** (marketing campaigns, web traffic analysis, creative direction, branding)

July 2008 - Dec 2008: David Knox Productions - as **web manager** my day to day duties were:

- **website editing/creation** (using xhtml, css, javascript, flash, xml)
- **working inside a content management system** (clockwork)
- **marketing creation/analysis** (web ads, search engine optimization, email campaigns, etc)
- **graphic design** (postcards, flyers, posters, trade show booth sets, dvd covers)

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Experience: (continued)

Feb 2005 - July 2008: International Office Technologies - I started here as a part-time graphic designer and worked my way up to **marketing manager**. My responsibilities included:

- **website editing/creation** (using xhtml, css, javascript, flash, php, mobile websites)
- **marketing / planning and execution** (advertising, search engine optimization, email campaigns, web traffic analysis, branding, etc)
- **design** (creative direction, postcards, business cards, flyers, posters, sales presentations)
- **multimedia** (video production, photography, slide presentations)
- **management** (graphic and web design interns, photographers)

Education:

Dakota County Technical College: AAS in Multimedia and Web Design - 2004

Referrals

Joe Beard - Morsekode - Director of Brand Motion | (952) 239-4089

Robb Tronson - David Knox Productions - Director of Media Productions | (952) 835-4477

Jesse Dolan - International Office Technologies - COO | (651) 452-5630