



**JAMES E. CAIN**

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**GRAPHIC AND WEB DESIGN**

## WORK EXPERIENCE

### EDWARD JONES (2015)

SEO / Business Analyst

### FIDELITY COMMUNICATIONS (2014)

Budget & Forecast Analyst

### INSITE ADVICE (2012 - 2014)

Project & Communications Manager / Scrum Master

### FARMERS INSURANCE / STATE FARM (2010 - 2011)

Manager / Insurance Agent

### JAMES CAIN DESIGN (FOUNDED 2008)

Owner / Project Manager / Web & Graphic Designer

### AT&T (2000 - 2010)

Project Manager / Customer Service / Sales

## EDUCATION

### MISSOURI UNIVERSITY OF SCIENCE & TECHNOLOGY

Rolla, MO  
Bachelor of Arts

### ST LOUIS COLLEGE AT MERAMEC

Kirkwood, MO  
Graphic Communications

## TECHNICAL PROFICIENCIES

### PROJECT MANAGEMENT

CRM systems, Active Collab, Mavenlink, Telegence, WebMom, Prospector Plus; Basecamp, Dropbox, Slack, Todo, IFTTT

### MICROSOFT OFFICE

Word, Excel, VBA, Powerpoint, Outlook, MS Project

### ADOBE CREATIVE SUITE & DESIGN PROGRAMS

Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat, Quark

### WEB DESIGN

HTML, CSS, WordPress, JavaScript, JQuery, Bootstrap

### SOCIAL MEDIA & SEO

Facebook, Twitter, Google+, LinkedIn, Behance, Vocus, PRWeb, [PR.com](http://PR.com), RavenTools, AdWords, PPC Campaigns, Market Samurai

## SUMMARY

Highly experienced graphic / web-designer in both an agency and freelance environment. Extremely detail oriented, able to bring fresh perspectives to a client's brand without losing intent. Effectively works either independently or within a team to understand the customer's needs to accurately meet goals and objectives.

## GRAPHIC DESIGN / WEB DESIGN ACCOMPLISHMENTS

- Digital and Print Design; successfully converts client's brand into usable visual communication in the form of logos, booklets, brochures, certificates, folders, inserts, newsletters, packages, and posters.
- Web Design using WordPress, using multiple techniques to optimize them for SEO; Google Adwords certified; managed PPC campaigns designed to increase traffic to their site and convert users to clients.
- Commands all steps of the design process including concept, design, illustration, execution, print preparation, production, and finalization.
- Utilizes workstation hardware, scanners, large format printers, lamination machines as well as competent use of cutting tools for mounting final production of projects.
- Freelance photographer, including product photography.
- Creates consumer packaging using PMS and four-color processing, and produces a variety of full color brochures, mock-up magazine advertisements, self-mailers, and newsletters.
- Communicates corporate identity through design of logos.
- Re-designed the logo for CCFM.net.
- Re-designed the logo and newsletter for 'Veterans for Peace', a local non-profit organization for their review.
- Worked pro-bono for Saint Michael's church, designing their bookmarks for handouts during Easter.
- Produced educational material for the History of Typography, a survey of The History of Color, and a companion newsletter for the St Louis Art Museum's Abstract Expressionist exhibit.

## AWARDS AND CERTIFICATIONS

- Dean's List.
- Google Adwords Certification.
- Multiple commendations for job excellence in billing at AT&T, including six-month "Count on Me" award.
- "Employee of the Month" - June 2005.
- Personally recognized by 4th line manager for superior customer service.

## STRENGTHS

Strategic Planning, Problem Resolution, Risk Management, Communications Manager, Marketing Support, Leadership, Progress Reports, Business Analyst, SEO, Brand Sensitivity, Branding, Detail Oriented, Mentoring, Web Design, Graphic Design, Client Communication

## CLIENTS SERVED

### SAINT LOUIS

KETC, St Louis Symphony, Sunnen, Paric, Third Degree Glass Factory, MiraSmart, Crescent Condo,

### NATIONAL

CCFM (Affiliate of the Archdiocese), Fourthstone, Marriot Hotels, Best Western, Spring, Global Crossing, Sonic, Starrco, Brookshire Brothers Grocery, ICB International

**CONTACT ME**

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