
WILLIAM ANDREW TETER

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<http://www.drewteter.com>

EDUCATION

Edinboro University of Pennsylvania

Edinboro, PA

- Bachelor of Fine Arts, Computer Animation
- Minor, Art History
- Member of *Chimera* – Student Graphic Design Magazine

May 2010

WORK EXPERIENCE

JPMorgan Chase

Wilmington, DE

Associate Campaign Manager— Email Marketing Facilitation; DCD MKT Services

Sept 2014 – Present

Facilitates Email distribution and campaign execution within Card Services sector of Marketing Services
Assists in creation and maintenance of team Procedures and Job Aids related to DCD Line of Business
Liaison responsible for enhancements of Livelink and other folder-management software relating to business-based storage solutions

JPMorgan Chase

Wilmington, DE

CGS Expert Technician— Graphic Design/QA Production/Component Review Oversight

July 2013 – Sept 2014

Primary Component Review Oversight for Email/Digital Campaigns within the Card Services space of Marketing Services
Secondary Component Review Oversight for Direct Mail/Print Campaigns within the Card Services space of Marketing Services
Manages Email logs, tracking project status, errors, and completion metrics for use in Reporting to Senior-level management
Lead designer on Legal & Compliance Coversheet conversion and implementation for multiple lines of business including Card Service, Retail Marketing, and Global Commercial Card
Performs Footnote indication and implementation within the Content Indication space of Card Services
Executes edits to Creative Aspects within the Production space of CGS including PDF alterations per Marketing discretion
Resident Expert/Primary Contact for Javascript functional and usability updates/adjustments within Portfolio and Acquisition Card Services

JPMorgan Chase

Wilmington, DE

Contractor— Graphic Design/QA Production/Component Review Oversight

April 2013 – July 2013

Facilitates Component Reviews for both Email and Direct Mail Campaigns for Card Services
Assists in managing Email and Direct Mail logs, tracking project status, errors, and completion
Lead designer on Legal & Compliance Coversheet conversion and implementation

International Reading Association

Newark, DE

In-House Contractor/Consultant— Publication Design/Web Design/Video Editing

Oct 2010 – Nov 2013

Creates animated/static web-based banner ads for Marketing Division
Manages project and multimedia library for Creative Services/Multimedia Design Division
Directs, shoots, and edits monthly Convention Insider web series to generate interest in IRA's Annual Convention
Head of video projects spanning several departments for advertising/marketing for both web and direct-mailers
Lead designer of direct-mailer marketing package for national and international distribution
Creates and edits print/web layouts for Publishing Division and orchestrates E-mail advertising
Coordinates Pre-Production management techniques and application throughout creative process between multiple departments
Designs, edits, produces, and distributes monthly newsletters for departments including Affiliate Councils, Membership, Marketing, Convention, and Human Resources
Shoots, edits, produces audio, and integrates visual effects for web based advertising opportunities - including sponsored 2012 Presidential Advisory web-debate and DVD authoring
Designs and animates lower-thirds and logo splash-screens for use in video marketing
Manages Mac hardware/software Technical support and implementation
Primary contact for form, handout, and lesson plan design, implementation and tracking
Managed Audio/Visual support staff during IRA's 2010 Annual Convention in Orlando, FL and 2011 Annual Convention in Chicago, IL

Video Network In-House Productions

Newark, DE

Contractor/Consultant – Graphic Design/Logo Animation/Logo Design

May 2011 – Present

Designs and animates logo splashes for third-party companies such as Veolia, Aramark, Amtrak, Operation RedBlock, and Faithful Friends
Integrates use of green-screen and other video effects to create engaging animations/scenes for clients
Creates and updates logo splash-screens/lower-thirds for both video and web use

Hardcastle Galleries

Newark, DE

Contractor/Consultant— Logo Design, Web Layout

Nov 2010 – April 2014

Creates and updates logos for both flagship galleries based in Newark, DE and Centreville, DE
Acts as consultant with client in regards to website layout and design

International Reading Association

Toronto, Canada

Contractor/Consultant, General Session Presentation Design

May 2007

Generated and facilitated presentation for three general sessions at IRA's Annual International Convention in Toronto, Canada (18,000 national and international attendees)

REFERENCES

Becky Fetterolf, ReadWriteThink Senior Editor

Newark, DE

800 Barksdale Rd. Newark DE 19711

Phone: (610) 563-0592

E-mail: bfetterolf@reading.org

Steve McConnell, Owner of Video Network In-House Productions

Newark, DE

6 Meir Ct. Newark, DE 19702

Phone: (302) 690-3592

E-mail: video_network@hotmail.com

Michael Brock, Owner of Hardcastle Galleries

Newark, DE

622 Newark Shopping Center, Newark, DE 19711

Phone: (302) 738-5003

E-mail: hardcastlesnewark@yahoo.com

KNOWLEDGE

Operating Systems

- Mac
- PC

Three-Dimensional Software

- Lightwave 9
- Maya
- 3DS Max
- Realfow 4
- Cinema 4D
- eon Vue
- Keyshot 3.3 Pro
- Solidworks

Graphic Design Software

- Photoshop CS6
- Muse
- Flash CS6
- Illustrator CS6
- Dreamweaver CS6
- InDesign CS6
- Quark

Film/Web/Sound Production Software

- AfterEffects CS6
- Adobe Premier
- Vegas
- Final Cut Pro
- Audacity

Microsoft Software

- Word 2003-2011
- Excel 2003-2011
- Powerpoint 2003-2011
- Access 2003-2011

- Outlook 2003-2011

Web/Programming Languages

- HTML 4/5 & CSS
- JQuery
- Javascript
- C++

Examples of work available at <http://www.drewteter.com>