



Jennifer LaPeruta

Senior Digital Hybrid Professional

Creative/Code/UX

908.917.1490

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Adobe Creative Suite



Springboard UX Certification



VEEVA CERTIFICATION:

Approved Email Bus/Tech
CLM Bus/Tech
ENGAGE Bus/Tech
ENGAGE PORTALS Bus/Tech

Active Skill Set:

Creative/Digital Software: Full Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate, Dreamweaver, AfterEffects, Premiere, Acrobat, AdobeXD), Sketch, Invision, Hype PRO (Animation), Articulate STORYLINE 360 (LMS)

User Experience: UX, UI, Userflows, Sitemaps, Wireframes, Rapid Prototypes and Personas (Adobe XD | Sketch)

Content Management/Ecomm: Joomla/Wordpress (DIVI, Elementor, Oxygen, YooTheme/UI Kit Framework), Shopify, BigCommerce

Code: HTML 5, CSS, Responsive Design, Ability to Code/Edit JQuery, JavaScript and PHP

Email Professional: Experienced in email coding and deployment for all the latest Email Client/Vendors

HTML5 Banner Development: Experienced in animated banner design and development

Extensive Print, Prepress and Studio Management background

Remote Professional: Over 30 years - SLACK, GOOGLE HANGOUT, Skype, BaseCamp, ASANA, Trello, IMEET, Teams

Extensive Pharmaceutical background

Independent Consultant - SYLAR MEDIA — 1999 - Present

Extensive consulting experience as a digital designer, UX/UI visual designer, graphic designer, web designer/developer, digital/interactive professional and studio manager. Expert creative/front-end with a solid technical base. A "hybrid" skill set allows for ability to wear many hats and add value to teams across departments. Joomla/Wordpress CMS development, HTML email design and campaign management (iContact, Conversen, ExactTarget, MailChimp, Bronto, Salesforce), HTML5 banner design. Powerpoint/Keynote design and support. In addition to hands on abilities, solid client interaction and team management/project management skills. Exceptional creative thinker and team player.

VP Design & Development - NPG Health — Nov 2019 - Present

Built internal digital department from the ground up for successful pharma agency.

Manage and mentor department team. CMS Web Development, HTML5 Banner Design and Animation, Email Design and Development for VEEVA RTEs, Third Party deployment or Client Driven OFTs. Certified in VEEVA Email, CLM and ENGAGE. Interactive project management and development both in-house and vendor collaboration.

Senior Digital Design/Developer Hybrid/Creative Lead - DRAGON'S GROUP — Dec 2018 - Nov 2019

Digital/Interactive, UX/UI & Visual Design and Support for digital agency embedded in Reckitt Benckiser (RB) US with focus on Enfamil, Durex, K-Y, Mucinex, Neuriva, Clearasil, Amope, Veet, Airbourne and Mucinex brands.

Senior Digital Design/Developer/UX/UI - REVOLUTION DIGITAL — May 2016 - May 2018

Digital/Interactive, UX/UI & Visual Design and Support for busy digital agency with focus on Dannon, Honeywell, Scrub Daddy, Summer's Eve, Neocate, Pedialax, Little Hug, Quickie, Preparation H, Sprout, NUK Baby Products, Daily's Beverages, Pfizer Pharma (Dimetap, Robitussin), Chapstick, & Senokot brands.

Email Campaigns (code and design) using iContact, ExactTarget and Conversen, MailChimp, Bronto, brand website management (CMS-WordPress/Joomla), HTML5 Banner Design, Social Media Brand Design Support, Graphics Support for all agency needs internal/client both digital and traditional. Work directly with creative and project management to define goals and meet deadlines.

Interactive Developer/Digital Creative - FERRARA & COMPANY/PureRED — February 2013 - May 2016

Digital/Interactive Design and Support for busy advertising agency with focus on the HEINZ Brands (Heinz Ketchup, Orelda, Lea & Perrins, Classico, Weight Watchers SmartOnes, BagelBites), as well as Arm & Hammer Products, First Response Women's Health Products and the NJ Lottery brands.

Email Campaigns (code and design) using ExactTarget and , brand website management (CMS-WordPress/Joomla), HTML5 Banner Design and Coding, Social Media Support, Graphics Support for all agency needs internal/client both digital and traditional. Work directly with project management to define goals and meet deadlines.

Other Related Work Experience:

BUSINESSEDGE SOLUTIONS — Edison · NJ · 08820 - WEB DEVELOPER / CONSULTANT

EDEN COMMUNICATIONS — Maplewood · NJ · 07040 - INTERACTIVE STUDIO MANAGER

CATALYST COMMUNICATIONS — South Plainfield · NJ · 08820 - SENIOR STUDIO MANAGER

SIEBEL MARKETING GROUP — New York · NY · 10022 - PRODUCTION SPECIALIST/ART DIRECTOR

EDUCATION: **New York University** (1991) · West 4th Street · New York · NY · 10003

Major: Music/Business | Minor: Graphic Design

Degree: Bachelor of Music

Hartt School of Music

Major: Musical Theater

References Upon Request