

résumé

Jeremy Sparrow

Education & Skills

Qualifications

Certificate in Web Design from Seattle Central Community College

Bachelor's degree in Marketing from Aston University

MBA from the University of Washington

Capabilities

Web design

Marketing

Project management

Copywriting

Event planning

PR Coordination

Software Skills

HTML & CSS

Adobe: Photoshop, Dreamweaver, Illustrator, Fireworks

MS: Word, Excel, Publisher, PowerPoint

SUMMARY

A web-savvy writer and marketing professional. Creates websites, email programs, advertising campaigns and PR events.

CAREER HISTORY

05/09 - Now. Marketing Coordinator OUR365 Portraits (P/T)

- Manage intranet, website, facebook and twitter sites
- Oversee internal communications with sales teams
- Negotiate partner marketing relationships
- Manage ongoing email campaigns
- Create collateral materials to support sales activities

01/08 - 05/09. Marketing Coordinator, The Harbor Club (P/T)

- Created targeted emails and website content
- Produced member newsletter, posters and flyers

09/06 - 12/07. Career Sabbatical

Stay-at-home dad and part-time web design student

10/99 - 08/06. Marketing Director, Watermark Credit Union

Hired as Marketing Manager, promoted to Director in 2001.

- Managed a team of designers, writers and sales staff
- Wrote annual marketing plan for a \$500,000 budget
- Managed relations with agencies, print and other vendors
- Oversaw relations with local media
- Oversaw website redesign
- Implemented new corporate name and brand identity
- Increased assets from \$280 million to \$450 million
- Earned numerous state and national awards for marketing

06/95 - 09/99. Product Manager, BECU

Hired as writer and media buyer, promoted to Manager in 1997.

- Wrote copy for brochures, newsletters and web content
- Managed marketing campaigns for financial products
- Negotiated contracts for radio, print and other media

OTHER INFORMATION

- Volunteer webmaster at non-profit association: babcpnw.org
- Worked for 8 years in UK at: Marks & Spencer, Eagle Star Insurance, and Metropolitan Life's UK subsidiary.