

Douglas Cordell

(614) 218-7772 • dcordellbanners@gmail.com

Areas of Expertise

- Front-end Web design/development
- Rich media web banners
- HTML marketing emails (including Salesforce/ExactTarget/Veeva Vault and Google Analytics)
- Responsive Design
- Instructional Design
- Technical Writing
- Sound Design

Software Experience and Skills

- HTML
- CSS
- JavaScript
- jQuery
- Gulp
- Git
- SVN
- LESS, SASS
- Adobe Design Suite, especially Photoshop, InDesign, Illustrator, Flash, and Dreamweaver

Education and Certifications

- The Ohio State University—Bachelor of Arts Degree in English
- Council on International Educational Exchange—Work in Britain program in association with the British Universities North America Club (BUNAC).
- Google Doubleclick certified HTML5 developer for banner advertising



Chronology of Experience

inVentiv Health Companies (Blue Diesel, GSW, inVentiv Creative Services)

2008 to present

Industry: Advertising/Marketing
Position: Digital Designer/Developer
Tools: HTML, JavaScript, jQuery, CSS, Flash

Used various web technologies (HTML, CSS, JavaScript, jQuery, etc.) to create interactive visual aids for pharmaceutical sales reps to use on sales calls.

Built websites using HTML, JavaScript, CSS, and jQuery. Some earlier sites I worked on were built using Flash/ActionScript3.

Built web advertisements using HTML5, JavaScript, jQuery, and CSS. These banners ads varied from basic click-through banners to full-on rich media, including video, animation, scrolling text, and other interactive elements. Many of the banners included Google Doubleclick events to track what elements of the ad the user interacted with, and for how long.

Built HTML marketing email blasts. These emails were built to be responsive and display correctly across all browsers and email clients. Some emails were built in HTML from scratch and some were built as modules to be deployed via Veeva Vault/Salesforce/ExactTarget. Google analytics were often used to track clicks, depending on the vendor.

Created interactive kiosk interactive touch screen applications for pharmaceutical trades shows and conventions in Flash/Flex/Zinc. These included character animations, games, and “choose-your-own-adventure” type presentations of information.

Compuware

2006 to 2007

Industry: Software
Position: Instructional Media Designer/Developer
Tools: HTML, JavaScript, Microsoft Office, Flash, Dreamweaver, Captivate

Designed and built the interface for an interactive DVD. Also created animated characters and developed interactive elements to engage the user/student. Interactive elements included: quizzes, activities, simulations, drag and drop interactions and navigation.

Designed the navigation and other standards necessary for the development and delivery of a self-directed training project.

MindLeaders**1998 to 2006****Industry:** E-Learning**Position:** Project Leader, Course Developer, Sound Designer**Tools:** Microsoft Office, Flash, Sound Forge, Acid, Photoshop

In addition to writing and design duties (see below), also managed development teams of up to 10 members to create several series of high-quality on-line courseware.

Wrote, edited, and developed engaging on-line courses. Created interactive Flash simulations and animations. Course types were as diverse as networking in an enterprise environment to personal use of the PC, and from estate planning to business skills.

Wrote and edited audio scripts. Hired and scheduled voice talent. Worked with audio development team in producing, engineering, and editing digital audio for on-line interactive courses.