

Jonathan M Rafert

Creative Director | Digital Marketing Strategist

PROFILE

Focused Creative Director with 20 years digital and technical experience working within agencies at various levels. Staying on top of industry trends in the marketplace while building creative strategies to deliver award winning results. Working with large national retailers to build digital & traditional advertising, direct response television, lead generation and developing innovative marketing techniques within the B2B and B2C markets. Collaborating with a variety of national agencies' Sales & Marketing teams in building trusting relationships and designing unique, cutting-edge campaigns that deliver stronger ROIs while maintaining focus on KPIs.

CONTACT

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EDUCATION

Florida Atlantic University,
Boca Raton, Florida
Computer Information Systems,
2000

Santa Fe Community College,
Gainesville, Florida
Associate of Arts Degree in
Business Administration, 1998

RECENT AWARDS

P&G Old Spice Legends
Gold District ADDY® Award
Digital Innovative Use of
Interactive Technology

P&G #BeThatFan
Silver Local ADDY® Award
Elements of Advertising

Keurig 2.0 New Product Launch
Silver Local ADDY® Award
Digital Advertising

REFERENCES ARE AVAILABLE
UPON REQUEST

EXPERIENCE

CREATIVE DIRECTOR

RGE ENTERPRISES; ST. PETERSBURG, FL / MARCH 2020 - PRESENT

- Focused on Digital Branding and Lead Generation including - Split Testing Landing Pages, Websites, Emails, TV commercials in the healthcare industry
- Manage the creative process from concept through execution and implementation
- Design highly engaging creative solutions to support the custom technology developed based on split-testing and best practices in the healthcare industry
- Create complete style guides, including look and feel of elements including video, color palette, logo/lockups, font and type treatments, photography and other graphical elements
- Collaborate and create engaging Pitch Decks / Sales Decks for marketing teams
- Keep current with all new emerging tools and market trends to create new more advanced lead generation technologies
- Working with video production team on shoots, while continuously engaging with our motion graphics partners and content teams to ensure all elements are consistent across all platforms
- Manage, inspire and train a team of designer(s), copywriter(s), production animator(s) — both in house and contractors — ensuring that all creative is compelling, on brand and drives results

ART DIRECTOR

TRIAD RETAIL MEDIA; ST. PETERSBURG, FL / MAY 2014 - MARCH 2020

Work on the Walmart Media Group account, directly under the home vertical. In collaboration with leading national brands, agencies, sales and account executives delivering strategic and engaging digital consumer experiences including PNG, Keurig, KitchenAid, Abbott and more.

Art Director July 2017 - March 2020

- Manage, train and encourage a talented team of designers and developers
- Strategize and lead campaigns from concept to completion
- Help create custom tools and features to be used on various Brand Experiences
- Work closely on large key accounts helping drive ROI and top performance results

Senior Front End Designer May 2014 - July 2017

- Create and design Brand Experiences, Banners and Email Campaigns
- Development of Brand Experiences using HTML, CSS, JavaScript and custom video
- Work on multiple large scale projects under tight timelines
- Help create some unique tools to boost productivity for entire creative department

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EXPERIENCE

SENIOR ART DIRECTOR

SENDTEC/ACQUIRGY, INC.; ST. PETERSBURG, FL / NOV. 2005 - MAY 2014

- Creative strategy helping clients in all aspects of the process (from concept to completion) within the Direct Response TV space
- Work with one of the largest home builder retailers in creating B2C landing pages and engaging banners on their sites while always focusing on the brand standards
- Build lead generation websites, email campaigns, and flash/interactive banners
- Work closely with the TV production team with all aspects of creative (supers, custom graphics, etc.)

SENIOR GRAPHIC DESIGNER

UNICITY NETWORK INTL INC.; BOCA RATON, FL / JUNE 2001 - OCTOBER 2004

- Build custom interactive e-commerce micro-sites for new product launches
- Develop corporate materials for internal/external marketing campaigns
- Work for one of the largest MLM (direct to consumer) businesses

HELPDESK ADMINISTRATOR / GRAPHIC DESIGNER

VIRTACON; BOCA RATON, FL / 2000 - 2001

- Developed a custom networking program to RevShare
- Created custom lead generation online and offline tools for large scale brands
- Graphic design and wireframe prototyping using RADT (Rapid Application Deployment Technologies)

EXECUTIVE ASSISTANT (MARKETING & OPERATIONS)

iBill (INTERNET BILLING COMPANY); FORT LAUDERDALE, FL / 1999-2001

- Built and maintained the company intranet
- Organize and help create/design the company marketing vision and materials
- Assist in the day to day operations with both the COO and CMO with various requests
- Work with vendors and event marketing to create world class executions (tradeshows and brochures)

EMAIL LIST SPECIALIST

eDirect/eData/SEISENT; BOCA RATON, FL – 1998-1999

- Created extremely large lists of directly targeted and focused email consumers in specific industry
 - Developed and designed custom ad targeted email broadcasts (50,000-100,000) subscriber broadcasts
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