The Professional Resume of **Ken McHugh**

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EXPERIENCE

Creative Director / Production Manager / Web Designer
Harger Howe Advertising - Burlington, MA

Dec. 2014 - Present

- Manage onsite and offsite teams to coordinate and execute client's needs, enhancements and customizations, providing solutions in adherence to project deadlines.
- Design, develop and maintain a large volume of websites within the Wordpress platform that range in type such as e-commerce, recruitment, informational, and secure peer to peer communications.
- Create web mock-ups, wireframes, prototypes and site maps to be approved before development.
- Develop and/or guide the creation of customized code for requested functionality on sites such as custom data filters, XML feed injections, API integrations, payment gateways, aesthetic enhancements and more.
- Integrate client's applicant tracking systems into custom built recruitment web portals that display current employment opportunities along with application forms. forms are routed into workflows within client systems, synergizing management of communication between their HR team members and potential hires. Jobs are optimized with standard SEO infrastructure and structured data for aggregation and searchability.
- Work closely with clients and account managers to complete day-to-day production tasks including but not limited to ad creation, site and plugin updates, email campaigns, SEO work, content conceptualization, and designing and prepping collateral projects for print.
- Customize and develop data brought in through sites using Google Analytics, Tag Manager, Data Studio and Hubspot, to be compiled into comprehensive reports based on specific goals.
- Coordinate development of projects and review service level targets and ensure timely closure of priority tasks.
- Implement project plans within present brand standards, budgets and deadlines.
- Understand client needs, requirements, expectations, and budget to devise and execute fully realized marketing campaigns in a timely fashion, as well as analyze previously collected data to suggest the best course of action and strategy.
- Conceptualize and build new brands, and develop specific guidelines for said brands that include colors, logo treatment, typography, tone of voice, and photography rules to be used in future designs.

Prepress Technician/Web Developer
Park Press Printers - Saugus, MA

Feb. 2010 - Dec. 2014

- Designed and imposed layouts to be printed on offset, digital and large-format presses.
- Managed multiple accounts while working closely with each client to deliver a quality product, from concept to completion, in a deadline-oriented environment.
- Built and managed a print-on-demand website containing a storefront, customer portals and custom templates.
- Produced final versions of projects via digital press as well as production finishing like bindery, die-cutting and folding.
- Set up and maintained multiple small business websites. Normal services performed are website creation, updating, domain transfers, MySQL databases and working with content management systems (CMS).
- Collaborated with vendors and solidified company-to-company relationships.

UI Designer
Simply 40 - Lowell, MA

Aug. 2008 - Nov. 2009

- Worked with a team that built and maintained websites and social media structures for small businesses and entrepreneurs.
- Designed concepts and imagery dealing with corporate identity and marketing by the execution and presentation of blogs, email blasts, logos, displays, and online ads with a large emphasis on social media and networking.

SKILLS

Frontend

xhtml, html5, jQuery, CSS2/CSS3, Javascript, Microdata /Structured Data, XML, Twig

Backend

PHP, MySQL, ASP

CMS/CRM

Wordpress, Joomla, Rocketprint, Microsoft Dynamics, Hubspot

Software

Dreamweaver, Photoshop, InDesign, Illustrator, Quark XPress, Fireworks, DynaStrip, MS Office, Final Cut Pro, Flash, GameMaker

Other

Project Management, Client-facing Communications, Technical Support

EDUCATION

Bachelor Degree
Salem State College - Salem, MA

June 2008

- Majored in Graphic Design.
- Minored in Communications.
- Completed 2 internships rooted in graphic design.
- Dean's List - 2005 to 2008.

Internship Marketing and Design
Salem State Graphics Department

Jan. 2007

Computer Science Internship
Salem State Art Department Computer Lab

Sept. 2006

MORE

Awards

- NESHCO Lamplighter Gold Award for Website Design at Harger Howe
- Student Achievement Award for Excellence in Graphic Design at Salem State College

Hobbies & Interests

- Game design
- Playing/listening to music
- Enjoying the great outdoors
- Brewing beer
- Being with my wife, son and 2 cats