



PATRICK O'SHEA

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CAPABILITIES | SKILLS

Adobe CC: Photoshop, Illustrator, InDesign, Dreamweaver, Animate, Acrobat, Bridge, AfterEffects

Web/Coding: UX/UI, HTML5, CSS3, Bootstrap, WordPress, PHP, Javascript, JQuery, Github, Sketch, GreenSock (GSAP), Google Web Designer

MS Office: Word, Excel, PowerPoint

Miscellaneous: WorkFront Project Management System; Various Content Management Systems (WordPress, P2P); Email Campaign Management platforms (Cheetah Mail and Blue Hornet)

EDUCATION | TRAINING

Saint John's University
Bachelor of Arts

DePaul University Institute for Professional Development
Certificate – Best Practices in Web Design

Illinois Institute of Technology
Certificate in Internet Technology

EXPERIENCED DESIGN AND MARKETING PROFESSIONAL

with a proven track record in the creation and execution of integrated marketing campaigns, helping companies and brands achieve their goals across multiple channels.

- Web design/development
- Email campaigns
- Online display advertising
- Social media advertising
- Direct mail and FSIs
- Newspaper/magazine advertising
- Event promotion and activation
- Sweepstakes/contest promotion
- In-store marketing
- Out-of-home billboard advertising

ART DIRECTOR, DESIGNER & DEVELOPER FREELANCE/CONTRACT

08/16 - PRESENT

Service a variety of clients with their branding, advertising and online needs.

- **Innerworkings** (October 2017 - Present) Assisted with several clients's marketing production and execution needs. Rolled out POP/POS for *Columbia Sportswear* account for their 2018 and 2019 spring and fall campaigns. Provided email, landing page and logistical support for *Gannett's* digital campaigns. Other accounts included *McKeeson*, *Bacardi*, *Grey Goose*, *Pabst*, *WorldStrides*, *DAV* and others.
- **Encyclopædia Britannica** (November 2018 - Present) Created and rolled out digital advertising, emails and marketing collateral supporting consumer acquisition initiatives, as well as other divisions such as *Britannica Digital Learning* and *Merriam-Webster*.
- **Geometry Global** (January - October 2017) Worked as an Art Director on a variety of *Geometry's* accounts including *Coke*, *Mondelez* and *Kimberly-Clark*.
- **Silver Star Brands** (August - October 2016) - Assisted the marketing department, designing/testing different approaches to online advertising for several brands in their portfolio including: *Native Remedies*, *Pet Alive* and *Miles Kimball*.

ART DIRECTOR CHICAGO TRIBUNE MEDIA GROUP – CREATIVE MARKETING

07/14 - 07/16

- Key liaison with project stakeholders for integrated B2B/B2C initiatives in the Tribune portfolio, as well as for external clients, partners and advertisers.
- Designed and developed a wide range of assets including: websites and landing pages; digital banners, rich media and social ads; emails; direct mail; sweepstakes/contest promotion; event promotion collateral; in-store POP/POS; and out-of-home print and digital display signage.
- Managed a team of four designers, brainstorming, communicating and translating concepts and goals into campaign requirements for creative, copy, technology and production. Scheduled and monitored team workload to ensure deadlines are met.
- Brands included: *Chicago Tribune*, *RedEye*, *Hoy*, *The Mash*, *Metromix*, *Chicago Shopping*, *WGN TV*, *WGN Radio*, *Chicago Magazine*, *Tribune Events Group*, *ForSaleByOwner*, the *Los Angeles Times*, the *Baltimore Sun* amongst others.

WEB PRODUCER/DESIGNER CHICAGO TRIBUNE MEDIA GROUP – CREATIVE MARKETING

10/10 - 07/14

- Supported digital/integrated campaign initiatives with an emphasis on digital subscription acquisition and retention.
- Provided support for the design and maintenance of websites, landing pages, email, newsletters, rich media, social, digital advertising and contest promotions.
- Provided additional design support for print deliverables associated with integrated campaigns, ensuring campaign consistency. Deliverables included newspaper/magazine ads, direct mail, out-of-home signage and point-of-purchase.
- Analyzed user experience needs and project goals to determine technical requirements. Developed site maps, wire frames and story boards to best determine best overall user experience.
- In addition to html, css and javascript, position required familiarity with various Content Management Systems for back-end administration associated with online production, development and deployment.
- Part of a team that launched *ChicagoTribuneMediaGroup.com* in 3 months. Continually interfaced with development team to review wireframes, UX design, as well as final design comps for development. The website brought in over \$200,000 in incremental revenue in the first year of it's launch.

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MARKETING COORDINATOR/DESIGNER

08/06 - 10/10

CHICAGO TRIBUNE — CONSUMER AND CIRCULATION MARKETING

- Produced direct response creative for newspaper acquisition, loyalty and retention initiatives.
- Developed and maintained a library of FSI and direct mail creative that was constantly updated, tested and optimized to results. Designed accompanying email creative for integrated campaigns.
- Developed the rebranding of the Subscriber Advantage loyalty program to ChicagoPoints, a points-based program. Provided creative support for any associated promotions and contests.
- Supported single copy sales of the newspaper market-wide and in-store with heavy emphasis on special sports-related opportunities for incremental sales, particularly surrounding the 2007 Bears Super Bowl and the 2008 Cubs and Sox playoffs.

PROMOTION COORDINATOR/DESIGNER

07/01 - 08/06

CHICAGO TRIBUNE — GROUP SALES AND MARKETING

- Provided project management support producing collateral for a mix of sales/marketing channels including in-store sales, subscription sales, event sales and *Chicago Tribune's* News-In-Education program (NIE).
- Developed creative briefs, planning documents and communications to ensure project's successful completion from creative development to production, fulfillment and execution.
- Required fielding and evaluating bids from creative vendors/agencies to printers, and scheduling appropriately.
- Deliverables included sales kits, direct mail, point-of-purchase, in-paper advertising and event displays.
- Tracked creative budget and in-paper ad usage.
- Provided design support as necessary.

PRESENTATION DESIGNER

02/98 - 07/01

CHICAGO TRIBUNE — ADVERTISER MARKETING AND SALES

- Designed presentations and B2B marketing collateral promoting the newspaper and the Chicagoland market to advertisers.
- Produced onscreen multimedia support for various speaking engagements.

GRAPHIC DESIGNER

09/95 - 02/98

FREELANCE

- Freelanced for such clients as: Ernst & Young, DDB, Ameritech, Mobium, Cooper's & Lybrand, Jack Levy & Associates, Montgomery Ward, Monsanto, Kemper Lesnik Communications amongst others.

GRAPHIC DESIGNER, PRINT SPECIALIST, PROOFREADER

09/90 - 09/95

AMERITECH CORPORATE COMMUNICATIONS

- Provided graphic support in Ameritech Corporate's in-house production and design center, producing various publications, presentations, graphics and illustrations.
- Searched for efficient/cost-effective printing solutions. Included ancillary roles such as database design and maintenance, billing, design and vendor management.
- Proofread and edited written materials for Ameritech Corporate ranging from the company daily media briefs to internal/external company publications.