

Stephen Rhoads

Software Knowledge

Windows and Mac platforms.

Photoshop, Illustrator, Dreamweaver, Flash, WebCEO, Internet Business Promoter, ARELIS, X-Cart Gold & Pro, Pinnacle Studio, Fireworks, QuarkXPress, InDesign, PageMaker, Suitcase, Adobe Acrobat, Microsoft Office

Education

Bachelor of Arts, Advertising/ Marketing Communications with Departmental Honors, July 2000
Webster University, Webster Groves, Missouri

Chancellor's Certificate in Web Page Design, August 2003
University of Missouri St. Louis, St. Louis, Missouri

Chancellor's Certificate in Digital Graphics, September 2005
University of Missouri St. Louis, St. Louis, Missouri

Experience

Web Designer/Developer, E-Commerce Manager & SEO/SEM Director 7/2003 – Present
Rhoads Design, St. Louis, MO

Specializing in the marketing and branding of small to mid-size businesses. Design, produce, write, maintain, manage and market a never ending variety of printed and digital materials, including custom e-commerce web sites that I organically Search Engine Optimize (utilizing more than 6 years of professional SEO experience). Knowledgeable about SEO and SEM techniques as well as social media marketing, news/press release distribution and newsletter management. Adept at Handling all communication needs with a consistent brand image, marketing message and voice, including: web development & management, newsletters, Flash movies, shopping carts, logos, brochures, magazine ads, direct mail, postcards, business cards, letterhead & envelopes, signage, packaging, SEO, SEM and more.

Clients include: Harris Gardens, Hangeros Designer Pockets, Exec Office Solutions, Rivercity Washers, Mountain Shadows Resort, Midwest Marking, PathSync, JD Wookworking and more available upon request.

Freelance Designer 4/2001 – 7/2003
The Creative Group, St. Louis, MO

Designing and producing a multitude of press ready high resolution print media, from business cards, brochures and window clings to POP signage, Direct mail and Sonic-welded Tote-velopes. Recuring client companies include: Adamson Advertising, Sandbox Creative, Aon Innovative Solutions, Buck Consulting, Brown Shoe, Ladue News and many others. Strong ability to step into a project mid-way and see it to completion.

Design Consultant 9/2000 – 7/2002
Osborn & Barr Communications, Clayton, MO

Osborn & Barr is a dedicated client. Having responsibilities of conceping, designing and producing billboards, direct mail, brochures, in-store signage, P.O.P. displays, graphics standards manuals, web banners and 4-color magazine ads for their clients (Hayward Pools, Monsanto, Gov.Works, Roundup Herbicide, Dekalb, John Deere, Purina Mills, DOI/Department of the Interior and USB/United Soybean Board as well as creating a co-op advertising program for Aqua Leader.

Jr. Art Director 5/2000 – 9/2000
LaSalle Group, St. Louis, MO

Assisting on commercial shoots, video editing sessions, and photo shoots. Program Coordinator for Bud Light Live internet promotion from concept through test marketing. Concepting and producing various promotional pieces for Budweiser, Con-Agra, Aunt Jemima, Purina and Kilz Primer.