

JEROME PETTEYS

My goal is to enhance creative marketing using effective design through collaboration, innovation and 24 years of developing solutions that meet need of the intended audiences both globally and domestically.

JEROME PETTEYS DESIGN 2009 to Present www.jeromepetteys.com

RUSSELL INVESTMENTS 1986-2009

Art Director (2005 - 2009)

Associate Creative Director (2003 - 2004)

Digital Design Manager (2001 - 2002)

Senior Web Designer (1998 - 2000)

Multimedia Developer/Designer (1996 - 1997)

Senior Graphic Designer (1992 - 1995)

Designer (1986 - 1991)

Marketing Programs

- Managed the design and branding for new financial advisor tool which merged advisor input and calculated scenarios for 4,000 high-net-worth (\$200K - \$2MM) client proposals annually
- Led the design for a series of award-winning domestic and international extranet web sites used by 65% of all active clients on a regular basis providing extensive sales and service resources for financial professionals selling Russell products
- Developed and visualized creative concepts for online marketing campaigns and web development projects
- Applied new technologies to marketing initiatives that reached out to web, internal communications and client-focused materials and events
- Designed the framework and navigation for Russell's web environment which was translated into templates used to eliminate redundancy and save time with content creation
- Wrote, edited and designed email announcements and invitations for corporate events and sales-driven initiatives that tie into marketing campaigns

Innovation/Collaboration

- Collaborated globally with creative, technical and account servicing teams in delivering highly effective financial tools, external and internal-facing web sites, and marketing initiatives for both web and print that helped achieve award-winning results and broadened brand awareness
- Generated content and interface solutions in conjunction with technology implementations for web-related projects (including creating prototypes specifying functionality and interacting with designers and internal clients)
- Worked closely with business units and the web team to develop and implement a plan to execute solid brand solutions used and seen by all associates and marketing ventures

Project Team Support

- Managed creative scope, schedule and accurate budget for design projects and delegated to the appropriate team member
- Worked in collaboration with other team leads (IT, content contributors, project champions, etc.) on projects from start to finish
- Processed creative estimates and ensure high quality, profitable execution of creative deliverables
- Coordinated with head creative director and resource manager with projections for and assignment of creative discipline group members to client projects
- Facilitated and orchestrated contact between account creative team and client
- Oversaw and art-directed the work of both external vendors and internal designers and developers for all electronic marketing materials

EDUCATION

Associates Degree through Seattle Central Community College

COMPUTER EXPERIENCE

MicroSoft Office (Word, Excel, PowerPoint) CS3 & CS4 (PhotoShop, Illustrator, InDesign, DreamWeaver, Flash, Acrobat) HTML, CSS, Sound Forge, MediaSite

ACHIEVEMENTS & AWARDS

Rainier League of Arts - Member

AIGA Member since 1994

1990 Russell's Improving Customer Relations Program

1993 Excellence Award

2001 Team award for Russell Managed Portfolios

2000 Team award for Institutional Portal

2002 Team award for First Impressions

2005 WebAward for outstanding achievement in web site development

2005 Team award for Russell Pension Navigator (RPN)

2008 Team award for Global Brand Implementation Team

2003 Coaching for Success

2000 WebAward for Best Investment Web Site

2001 WebAward for Best Mutual Fund Web Site

2005 How to Motivate, Manage and Lead a Team

2008 Top 10 Web Sites for Institutional Investors