

JEFF NAPADOW

15862 S. Ottawa Drive, Lockport, Illinois 60441
(630) 701-5478 • jeff@napadow.com

PROFESSIONAL SUMMARY

Director-level professional with experience in guiding, motivating and overseeing cross-functional teams, web development, marketing collateral design, new innovations, corporate branding and sales support.

Team Leadership: Manage creative team comprise of graphic designers, web producers, copy writers, and production staff to produce print and social media marketing in compliance with brand standards.

Project Design: Collaborate with senior management as a trusted solution resource for design concepts, branding and identity, creating and executing marketing collateral, interactive design and user interface.

Resource Planning: Plan, schedule and oversee project timelines and phases; control costs, budget, design quality, modifications to all specifications, and project fulfillment from concept to completion.

Web Development: Responsible for leading web design, e-commerce and content development, which includes hands-on knowledge and experience with web-based applications and social network services.

Vendor Relations: Establish excellent working partnerships with vendors as resource for negotiating mutually profitable agreements, controlling material costs, and achieving quality and efficiency goals.

EXPERIENCE

Mid-America Real Estate Group, Chicago, Illinois, 2001 - Present

Creative Director – Investment Sales and Marketing (2009 – Present)

- Provide vision, innovation, guidance and direction to management and cross-functional team members in sales, marketing, creative team and production while building new strategies that have resulted in improving corporate image, branding and identity through effective online and print marketing.
- Oversee design, development and execution of marketing collaterals, brochures, logos, presentations, and all online and print materials that define and represent the company's professional capabilities.
- Collaborate with marketing analysts to create strategies for designing templates, plan, manage and design metrics/analytics, and monitor web performance through social media (LinkedIn, Facebook).
- Attend and facilitate meetings to discuss new initiatives to market company services and provisions, identify needs and requirements, and determine project goals, costs and timelines to build sales.

Selected Achievements:

- Selected to boost strategic marketing, presentation and promotion of key properties such as 830 N. Michigan Avenue, The Shoppes of Uptown, and Church Street Plaza, which represents a 2014 FY earnings of over \$725M; oversee graphics of site plans, aerials, marketing collateral and reports.
- Designed and built the Costar Building Rating System that lists property type and characteristics, architectural attributes, structural specifications, amenities, site and landscaping treatments, and detailed definitions and criteria to provide greater comparison of property assets across all markets.
- Built an in-house accounting platform, an accounts payable/receivable tracking and reporting system that streamlined workload, improved usage and communications between users, and reduced errors.
- Created and executed a more effective system security, which included secured signature access and sign-off on expenditure reports; additionally set up and implemented digital signature capabilities.

Graphic Designer (2001 – 2009)

- In recognition of success at designing, developing and executing website and marketing collaterals, promoted to greater leadership role, with direct impact on sales and marketing team strategies.

SPECIALIZED SKILLS

Database Development: Skilled at utilizing current database development strategies and proficient in writing specialized SQL queries.

SQL Safety Protocol: Use PHP and secure SQL query writing techniques to secure databases and deter Direct SQL Command Injection.

Server Optimization: Proficient in increasing efficiency of data processing, application distribution and overall server performance.

Mobile Ready: Skilled in designing and developing mobile compatibility to improve communications to consumers within a changing and evolving market in order to increase sales.

UI/UX Design: Able to design and improve user interface, including ease of use and interaction between users, systems and multiple communication channels when accessing websites and cloud technology.

Web Development: Skilled in graphic design and improvement to information systems, including access, visual presentation, content, navigation, and promotional strategies.

Graphic Design: Possess experience, modern education and the skill sets to effectively lead, develop and execute graphic design to improve sales, marketing, team communications and presentation capabilities.

Social Marketing: Utilize specialized tools to track performance and increase social media response in order to positively affect business promotions, marketing, and metrics analysis.

For more complete portfolio presentation, see website at napadow.com

TECHNOLOGY

- LAMP environment
- PHP/MySQL/SQL
- HTML5/CSS3
- Adobe Dreamweaver CC (ACE) – Certified Expert Website Builder
- Adobe InDesign (CSS) – Creative Tools and Integrated Design
- Adobe Photoshop (CSS) – Creative Workflow
- WordPress – Blog Tool, Publishing Platform

EDUCATION

Elmhurst College, Elmhurst, Illinois, graduated in 2004

Bachelor of Arts in Graphic Design

- Graduated Magna cum laude

O'reilly School of Technology, Online certification, 2014

PHP/MySQL Development