

**Art Director/
Marketing Consultant** **Bank of America
Wilmington, DE** **June 2006-Dec 2008**

- Collaborated and consulted with the Rewards Marketing department on online initiatives related to marketing and usability.
- Authored the prototype for the Branded Redemption Portal, an immersive branded user rewards management interface.
- Contributed to the architectural design of Directed Cash Back, Bank of America's cash rewards fulfillment platform. Participated in testing, development and deployment for the platform and managed brand integration for affinity partners.
- Developed the online marketing assets and branding strategy for the WorldPointsMall, Bank of America's online affiliate retail shopping site.
- Assisted with the communications and asset integration strategy between WorldPoints and Aeroplan, Air Canada's loyalty program.
- Assisted with brand integration during the BAC/MBNA merger.

Adjunct Faculty **Wilmington University
New Castle, DE** **May 2006-Present**

- Course: Web Design/Development for the Competitive Edge.
- Share real-world web marketing and branding expertise with students to prepare them for managerial positions in advertising and marketing.
- Educate graduate students on the fundamentals of eBusiness, web marketing, customer relationship management and the web design life cycle.
- Expose students to branding, usability design, information architecture and concept development. Illuminate students on web design principles and web project management techniques.
- Teach students methods of integrating traditional marketing strategies and channels with web-based technologies.
- Educate students with team-based web design projects that closely resemble real-world scenarios.

**Graphic Design/
Photography Consultant** **Harry's Seafood Grill
Wilmington, DE** **Jan 2004 – May 2006**

- Created in-house event marketing pieces to publicize events and special promotions.
- Redesigned daily menu and customer loyalty card.
- Created champagne marketing campaign that led to a 45% increase in related sales.
- Organized and executed photo shoots for food and promotions.
- Advised General Manager on market positioning and advertising.

**Public Relations/
Production Assistant** **Chef Daniel J. Butler
Wilmington, DE** **Oct 2002 – Sept 2003**

- Served as liaison between Chef Butler and members of the media.
- Coordinated public appearances and other media events.
- Created documents and graphic materials as needed.
- Explored and developed new avenues of media exposure.
- Developed scripts for television appearances.

Graphic Design Assistant **Weichert Realtors
Washington, DC** **June 1999 – May 2000**

- Created direct mail marketing pieces, business cards, flyers and open house take-ones for fast-paced, 15-agent realty office.
- Managed mailing lists for direct mail efforts.

EDUCATION

MS, Information Management Systems, Web Design Specialization, 2005

Wilmington University, New Castle, DE

AA, Media Art and Design, 2003

Wilmington University, New Castle, DE

BA, Foreign Affairs, 1992

University of Virginia, Charlottesville, VA

AWARDS + MEMBERSHIPS

Delta Epsilon Honor Society, Wilmington College, New Castle

Vice-President, Advertising Club, University of Virginia, Charlottesville

Recipient, General Douglas McArthur Award

SKILL SET

Desktop Publishing/Print Layout—Adobe InDesign

Digital Image Manipulation—Adobe Photoshop

Vector Graphics—Adobe Illustrator

Video Editing—Adobe Premiere, Final Cut Pro

Motion Graphics, Streaming Media—Adobe After Effects

Vector Web Design—Adobe Flash

HTML/CSS Web Design/Front-End Development—Adobe Dreamweaver

For more information and to view online portfolio, please visit franklinparrish.com and/or m19media.com