

# JASON LINAS **DIGITAL DESIGNER**

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[www.jlinasdesign.com](http://www.jlinasdesign.com)

## OBJECTIVE

Jason is looking to bring his skillsets in technology and creative to a team that is data driven and wants to grow relationships and profitability through technology and behavior digitally.

## EDUCATION

Barton College  
1998-2003, Graphic Design Major  
Hubspot Inbound Certification,  
2018

## CURRENT EXPERIENCE

**MARVA® - The Galleria of Stone**  
2013 - Present

Overseeing MARVA®'s digital channel and growing their B2B channel's reach through assisting with content engagement through our blog, email strategy, organic growth online through schema implementation, and optimizing MARVA®'s web presence for lead generation through better CRO.

## RESULTS

User growth for email was an average 40% increase year over year from 2014-2017.

ROI for organic growth YOY from 2014-17 was 24%.

Since Optimizing our Lead Funnel ROI on increased leads is 78%.

## PAST EXPERIENCE

**J.LinasDesign, Freelancer**

June 2003 - July 2013

**Planet Central, Designer / Programmer**

August 2012 - November 2012

**THX! Economy, Visual Designer**

March 2012 - August 2012

**MediaZone, Graphic / Web Designer**

August 2006 - October 2007

**Richmond.com, Graphic Designer**

January 2006 - June 2006

**Activenation, Graphic Designer**

December 2004 - August 2005

## RESPONSIBILITIES

Advise Marketing Director on best practices for how we position ourselves in the market digitally, and for communicating with execs on proper language of web related terminology.

Adhere to best practices and CAN-SPAM prevention when growing our subscriber list of an initial 2000 to 7500+

Assist in growing blog into our #1 source of organic growth for the website.

Provide internal style guides for web and print, best practices.

Ensure my position can be left in a place where the next Digital Marketing Manager would be able to take over and flourish.

Provide a second office away from home for my bosses Boston Terrier.

## SKILLSETS

Inbound Marketing • Google Analytics • HTML • CSS • Wireframing • Prototyping • API Integration • Salesforce Administration • Stakeholder Buy-in