

SEAN KEENAN

CREATIVE DIRECTOR • GRAPHIC DESIGNER • EMAIL DEVELOPER

PROFESSIONAL EXPERIENCE

Creative Director, Designer and Email Developer

The Imagination Key Dec. 2017–Present

- **Client: WebMD.** Designed emails, banners, postcards and direct mail.
- **Client: MNG Health.** Developed HTML and CSS emails for pharmaceutical clients including Novartis, Merck, Johnson & Johnson, Pfizer etc.
- **Client: Direct Focus Online.** Designed and developed responsive emails.
- **Client: Prophase Labs.** Designed ecommerce site and responsive emails.
- **Client: Wild Alaskan Company.** Designed and developed responsive emails.
- **Misc. Clients:** Creative directed, designed and developed websites, emails, banners, magazines, trade show booths, logos and more.

Creative Optimization Director

Matomy Media Group May 2016–Dec. 2017

- Creative directed, designed and developed for global digital marketing company. Directed graphic designers, email ops specialist and production team.
- Responsible for creative optimization of millions of emails sent out daily.
- Led design campaigns from concept to deployment. Created responsive emails and websites, social media/native ads and banners. Designed company collateral and branding. Wrote copy and proofread creatives.
- Increased revenue and performance for top name clients on tight deadlines.

Senior Manager of Design

Matomy Media Group July 2013–May 2016

- Led USA Design Team and email dev team. Managed senior graphic designer, email ops manager and optimization/production personnel.
- Art directed and designed creative projects and optimized clients' existing creatives. Verticals included entertainment, beauty, education, finance and more.
- Advised Operations, Client Services, Email teams on design/email dev protocol.
- Ran design strategy meetings.

Manager of Design & Ad Optimization

MediaWhiz, Inc. May 2009–July 2013

- Responsible for all tasks relating to creatives and optimization for online performance marketing company.
- Supervised optimization coordinator and production team. Managed design templates, creative deliverables, and compliance requirements. Gave company presentations on email creative optimization.

SKILLS

Adobe:

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Animate

Other:

- Email development
- HTML5, CSS
- Responsive design
- Litmus and EmailOnAcid
- Branding
- Digital marketing
- Typography
- Photo retouching
- Design tutoring
- Proofreading
- Microsoft Office
- Trello, JIRA, Salesforce

EDUCATION

• School of Visual Arts

New York, NY
BFA 1998

• Canali Design Group

New York, NY
Graphic Design proficiency courses

• High School of Art & Design

New York, NY
Regents Diploma (Honors) 1994

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PROFESSIONAL EXPERIENCE

(cont'd.)

Graphic Designer

MediaWhiz, Inc.

June 2004–May 2009

- Designed landing pages, emails, animated banners and icons, marketing collateral and internal design projects.
- Designed and coded creatives for many verticals including insurance, education, medical, finance, dating and more.
- Responsible for email list management, preparing email creative drops, reporting and some ad trafficking.
- Managed offshore email optimization team.

Web and Print Designer

Kaplan/Kaplan Medical

July 2000–Aug. 2003

- Created and oversaw design projects for educational company.
- Supervised junior designers and performed daily design maintenance.
- Worked alongside Creative and Art Directors, as well as other departments on major projects including Kaplan Medical.

Web Designer

APB News

Jan. 2000–July 2000

- Designed for news website specializing in Crime, Justice and Safety.
- Created work for multiple news packages on tight deadlines.
- Coordinated with production, editorial and photo departments.

Lead Graphic Designer

Pleasant Concepts

Sept. 1999–Jan. 2000

- Graphic designer for website specializing in leisure for New Yorkers.
- Created designs and original artwork for the site.
- Worked with content/management departments and performed updates.

Graphic Designer

DLS Design

Dec. 1998–Aug. 1999

- Web and print designer for design firm.
- Designed websites, book covers, brochures and software graphics.

“ I am a unique creative professional who translates strong ideas into visual solutions. ”



PERSONAL INFO

- Instructor of graphic design and drawing
- Proud dad
- Featured on Bravo's show "Queer Eye for the Straight Guy"
- Born in NY, raised in London
- Volunteered on archaeology digs in Spain and environmental work in Portugal