

JIM DINGUS

1300 Buckingham Station Drive, 3B
Midlothian, Virginia 23113
804.855.9760 (m)
Email: jdingus@onenterframe.com

I have expert-level design, marketing, communications and project management experience, in addition to excellent creative and people skills. I have the proven ability to generate ideas; magnify business identity; propose, budget, and manage multiple projects simultaneously; and increase revenue. I will be a valuable asset to your organization.

SPECIALIZED SKILLS

- Adobe Creative Suite: Dreamweaver, Photoshop, Illustrator, Fireworks, InDesign Acrobat
- HTML, CSS, JavaScript
- Content Management Systems: WordPress, MODX, Expression Engine, Pulse
- Marketing Management: Google Analytics, Adobe SiteCatalyst
- Marketing: Inbound & Outbound Strategy & Planning, Online (SEO, SEM, SMO), Content, Email (Constant Contact), Social, Direct Mail, Direct Sales, Trade Shows, Print, SurveyMonkey
- Social Media Marketing: Buffer, HootSuite, Meltwater, OneUp, Facebook, LinkedIn, Twitter, Google+, Pinterest, YouTube, Blogging, Yapp, Slack
- Video and Audio: Sony Vegas, iMovie, Sony Acid Pro, Cool Edit Pro, Kristal Audio Engine
- Branding and Identity Management: Creative Briefs, Brand Analysis, Creative Direction
- Writing: Web, Intranet, Newsletters, Press Releases, Promotional, Proposals, Business, User Manuals, IT Documentation
- Project Management
- Digital Design: Websites, Interactive Multimedia, Motion Graphics, Emails, Banners, Newsletters, PowerPoint
- Print Design: Brochures, Ads, Mailers, Signage, Logos, Business Collateral, Posters
- Content Strategy
- Information Architecture: Wireframes and Storyboards
- MS Office Suite: Word, PowerPoint, Visio, Excel, Outlook
- Website Maintenance

LINKS

- Portfolio: www.onenterframe.com
- LinkedIn: <http://www.linkedin.com/in/jimdingus>

EXPERIENCE

2016 – Present: Assistant Vice President | Digital Marketing Manager – Village Bank, Midlothian, Va.

- Manage all aspects of the [Village Bank website](#) including:
 - Design (Redesigned site launched on September 2021.)
 - User Experience (UX)
 - Search Engine Optimization (SEO)
 - Content
 - Maintenance
 - Security
 - Hosting
 - Google Analytics (*New users have increased 28% under my management*).
 - CMS (WordPress, MODX)
 - Landing pages
- Manage all social media and reputation management initiatives, campaigns and maintenance. Including writing/editing, content production, graphics design, and video production. (*Total followers have increased 71% under my management*).

Channels and tools include:

- Buffer
 - OneUp
 - Meltwater
 - [Facebook](#)
 - [Twitter](#)
 - [LinkedIn](#)
 - [Instagram](#)
 - [YouTube](#)
 - Google Business, Yext, and Yelp (Multiple locations)
- Manage and integrate brand strategy, corporate messaging and creative direction for the organization.
 - Manage Constant Contact email campaigns.
 - Digital marketing analysis and strategy. Manage digital marketing campaigns including SEM, Google Ads, Facebook, Twitter, and LinkedIn. Oversee creative direction, audience analysis, campaign budgeting, and vendor management.
 - Design and direct a wide variety of multi-channel, digital and print graphics including websites, landing pages, advertising, banners, signage, collateral, brochures, direct mailers, swag, etc.
 - Video conception, production, shooting, and editing.

2015 – 2016: Communications Channel Manager – Capital One (through Profiles), Richmond, Va.

- Designed, wrote, edited and managed several intranet sites on Capital One's in-house content management system (Pulse).

- Designed digital graphics for online marketing collateral including banners, infographics, and ads.
- Designed in-house corporate print collateral including posters, invitations, and various other pieces.
- Designed and produced digital newsletters and push emails.
- Shot, edited and produced a wide-variety of informational and promotional videos for in-house communication initiatives. I managed all phases of these projects from conception to delivery of the final cut, including outline and script writing, story boarding and soundtrack production. The majority of these projects were produced for use by executive-level leadership.
- Interacted with stakeholders on content, creative, and user interface direction.
- Wrote and edited a variety of corporate communications content for newsletter and intranet site distribution.
- Managed multiple projects simultaneously.
- Enforced and controlled adherence to corporate brand standards.
- Idealized and managed creative direction for internal marketing campaigns.
- Researched and managed communications applications for company-wide use.
- Tracked and analyzed intranet traffic data using Adobe SiteCatalyst.

2010 – 2015: Marketing Director – Cantor Stoneburner Ford Grana & Buckner, P.C., Richmond, Va.

- Developed and implemented annual marketing plan and ad hoc promotional initiatives. Increased case intake by over 25%.
- Developed and implemented Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Search Media Optimization (SMO) initiatives to magnify CSFGB's online presence via multiple online channels. Increased website traffic to CSFGB flagship website by over 55% since 2010.
- Conceived, designed and coded the firm's three custom, practice-area websites. Including the blog, these sites have added over 4800 unique users to the annual traffic metrics.
- Wrote, edited, and managed content and design for four websites, a blog and seven social media channels including the CSFGB blog, Facebook, Twitter, LinkedIn, Google+, YouTube and Pinterest. CSFGB had no social media followers in 2010. The firm now has over 4000.
- Wrote, edited and distributed press releases.
- Designed corporate print collateral, brochures, mailers and print advertisements.
- Coordinated and executed firm business identity, strategy and positioning.
- Shot, edited and produced informational videos on YouTube, firm websites and social media channels.
- Designed, produced and distributed e-newsletters using Constant Contact.
- Tracked and analyzed website, blog and social media traffic data using Google Analytics.
- Created and maintained firm profile content on several legal referral networks and Internet business sites including Lawyers.com, Martindale-Hubble, Super Lawyers, JD Supra, Avvo, Google Places, Yahoo Local, Bing Local and more.
- Coordinated all vendor activity related to marketing.
- Developed and administered several marketing mail contact databases.
- Managed multiple projects simultaneously.

2002 – 2010: Owner/Marketing & Design Consultant – on enterFrame | marketing & design, L.L.C., Richmond, Va.

- Design websites that follow a multitude of concepts and themes within the Financial, Healthcare, Information Technology, Manufacturing, Marketing, Loyalty, Food Service, Real Estate, Academic, Legal, Interior Design, Travel, Business Consulting and Non-Profit sectors.
- Design a wide-variety of interactive and linear motion graphics applications including: tutorials, promotional movies, Internet advertisements, website navigation, screen savers and special-event presentations.
- Work closely with clients to understand, guide and execute brand/business identity, strategy and positioning.
- Design print and sundry graphics (logos, brochures, corporate collateral, signage, tradeshow booth artwork and more).
- Develop and write proposals, creative briefs, sitemaps, wireframes, storyboards and information architecture documentation.
- Collaborate with clients and project teams to establish and document project requirements.
- Manage multiple projects simultaneously while coordinating the sales and marketing efforts and all other small business operations.
- Write, edit and maintain website content.
- Compose, record, edit and mix digital music, effects and voice audio.
- Shoot and edit digital photographs.
- Interact with clients as the main point of contact (technical and marketing liaison, account manager and project manager) through all project phases.
- Act as webmaster and web hosting account administrator for multiple clients.
- Implement marketing initiatives, campaigns and strategies to promote services and brand names to potential customers.

2000 – 2002: Senior Designer – CapTech Ventures, Inc., Richmond, Va.

- Designed and produced websites that followed many concepts and themes for a variety of businesses and organizations.
- Designed a wide-variety of interactive and linear motion graphics applications including: tutorials, promotional movies, advertisements, website navigation, screen savers and special-event presentations.
- Designed print graphics and collateral.
- Collaborated with clients and project teams to establish and document project requirements.
- Composed, recorded, edited and mixed digital music and voice audio content.
- Interacted with clients and project teams to develop information architecture: creative briefs, sitemaps, storyboards, wireframes and requirements.
- Managed multiple projects simultaneously and acted as the main point of client contact through all project phases.
- Shot and edited digital photographs and video.

1995 – 2000: Cisco Systems, Inc., Richmond, Va.

1997 – 2000: Multimedia/Web Designer

- Designed a wide-variety of interactive multimedia applications.
- Designed and maintained intranet websites.

- Designed and manipulated graphics.
- Shot and edited digital photographs.
- Composed, recorded, edited and mixed digital music and voice audio content.
- Interacted with marketing and sales teams to develop sitemaps and storyboards.
- Collaborated with management, sales teams and end-users.

1995 – 1997: Senior Technical Writer

- Developed, wrote, edited and produced a variety end-user and engineer-level software and hardware manuals, company newsletters and other documentation.
- Developed, wrote and maintained online documentation.
- Interfaced with management, engineers and end-users in the development of technical documentation.
- Developed documentation standards and guidelines.

EDUCATION

- Radford University, Radford, Va. – Bachelor of Science (Journalism: Advertising/Public Relations) and Business Minor
- Chowan University, Murfreesboro, N.C. – Business
- Tehead, Richmond, Va. – *Intermediate and Advanced Cascading Style Sheets, HTML Level 2 and 3, Advanced JavaScript, Flash Power Users*
- EEI Communications: Richmond, Va. and Alexandria, Va. – *Adobe Specialist Certificate (Flash, Dreamweaver, Fireworks, Photoshop, Illustrator)*