

Lance Arthur

453 Linden Street, San Francisco, California 94102-5022

415-558-8358

lance@lancearthur.com

Summary

Experienced Creative Director and web services designer with practical experience implementing web sites and e-mail marketing and customer retention campaigns. Specializing in standards-based site implementation and HTML e-mail templates.

Areas of Expertise

- Standards-based HTML and CSS Web Design
 - E-mail marketing campaigns
 - Customer service e-mail services
 - Creative Team Management
 - Web site development project management
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Experience

Contractor

2005-Present

Freelance Web Design and Coding

Currently working with small- and mid-sized companies to design, code, construct and implement entire web sites from the ground up. Over ten years of online experience, including copywriting, editing, community support and e-mail services..

- Create new sites using Web standards on time and in budget.
- Code according to XHTML and CSS2 standards.

Quris

2000-2005

Creative Director

Created Quris creative team, designed standards and protocols for designing, creating and implementing e-mail marketing campaigns and e-mail customer service programs.

Responsible for managing creative team and working with clients to transform paper statements and marketing campaigns into digital services using HTML e-mail and mini-sites.

- Saved Charles Schwab & Co. \$300k per year.
- Worked directly with client marketing teams and agencies to integrate e-mail services with direct marketing campaigns, in-store POP campaigns and customer service programs.
- Clients included Discover Card, BLOCKBUSTER, TIAA CREF, Clear Channel and Wynn Las Vegas.

Database Technologies, Inc.

1997-2000

Creative Director

Originated and coordinated new web design team to transfer legacy database systems to HTML interfaces.

DBT, headquartered in Wellesley, Massachusetts, contracted with companies and organizations to revise their dumb-terminal mainframe applications to Web-based interfaces and streamlining access and systems alterations. As Creative Director, I managed a team of six designers that translated mainframe screens into HTML.

References

Gina Bianchini, C.E.O.

Ning

gina@ninginc.com

650-289-9368

Michael Papanek, General Manager

Interaction Associates

mpapanek@interactionassociates.com

415-343-2646

Gina Lambright

glambright@gmail.com

415-336-3137

Jim Winters, Artist

www.jimwinters.com

jimwinters@mindspring.com

415-786-7893