

JASON GLANCE

address

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Objective

Seeking a full-time opportunity working with established professionals in the information technology field, with specific interests in mobile, web design, interaction design, interface design, creative, social media, and user experience.

Profile

A Communications Professional with several years experience working for companies in the mobile media field. A focused problem-solver who is able to complete projects, with operational efficiency and return on investment. A go-getter with an entrepreneurial work ethic.

Skills/Languages

Adobe Photoshop, Illustrator, Dreamweaver, & Acrobat. Proficient in PHP, Advanced in HTML/XHTML, CSS, Microsoft Office, Apple iWork (Pages, Keynote, Numbers, iWeb). Mobile platforms and website design. Strong written & verbal communication skills.

Experience

Project Manager, Songwhale LLC Pittsburgh, PA 2009-Present

WAP PROJECTS

Lead designer and developer of all WAP sites - from creation to completion. Using a current website and creating a version optimized for all mobile devices.

WEBSITE PROJECTS

Responsible for creating the look and feel of both Songwhale's and our clients' websites. Developing a design that effectively communicates the ideas being promoted by any client's product or services. Taking part in the initial planning of the site, meeting with clients' to discuss ideas for the layout and organization of the site, the types of colors or images to use (photos, illustrations, videos, etc.) and other matters concerning the overall design and functionality.

CREATIVE MARKETING

Involved in the creative strategies for implementing different media for clients. Choosing the most cost effective means of product and service promotion with the highest ROI for our clients.

MOBILE INTEGRATION

Highly involved in the selling, planning, implementing, and control of SMS, WAP, Direct-to-Device, WiFi, and Bluetooth platforms intended to bring together advertisers and consumers for the mutually advantageous exchange or transfer of content, pricing, and couponing where the primary point of contact with the consumer is via their mobile device. Advising high profile clients and partners with the best possible strategies to get the highest form of participation through sponsorship or their own mobile network.

SOCIAL MEDIA MANAGEMENT

Responsible for implementing social media strategies for clients, developing brand awareness, generating inbound traffic and encouraging product adoption. Managing social media campaigns and day-to-day activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc. An advocate of the client in social media spaces, engaging in dialogues and answering questions where appropriate. Monitoring trends in social media tools, trends and applications.

Director of Marketing, Glance & Associates, Inc. Pittsburgh, PA 2007-2009

Develop marketing plans; website development and maintenance, newsletters and presentation materials. Customer interaction, prospecting and maintain relationships with key customer decision-makers.

Assistant Dir. of Admission, Education Management Corporation Pittsburgh, PA 2005-2007

Student recruitment; achieved start rate of \$40,000/student enrollment. Mentored and trained new employees. Conducted presentations and training workshops. Created corporate approved templates, PowerPoint presentations.

Education

Point Park University Pittsburgh, PA — Information Systems Masters Program, 2009 & Ongoing
Duquesne University Pittsburgh, PA — Bachelor of Arts in Communications, 2004

Leisure Time Interests

Freelance web designer for small and mid-size businesses; Glance Integrations, LLC est. 2007