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## INTRODUCTION

Highly motivated, creative and hands-on technology professional with years of industry experience leading the innovation, design, and development of high technology products, and improving processes and procedures to drive revenue, efficiency, and market share.

Visionary, change agent, and problem solver with a passion for technology. Adept in grasping top-level business objectives as they translate into concepts, design, development, and implementation of creative and interactive solutions to exceed client needs and goals.

# JOHN EDWARD TRAIL

## PROFESSIONAL SKILLS

### Marketing:

Branding, graphic design, print and layout, search engine optimization, online marketing, search engine marketing, social media marketing, marketing campaigns, analytics, and more.

### Architecture:

Websites, applications, content management systems, learning applications, databases, web services, and infrastructure.

### Design:

Responsive websites, user interfaces, applications, learning applications, content management systems, email marketing campaigns, presentations, product detailers, graphics, branding, stationary, flyers/handouts, brochures, booklets, folders, promotional packages, posters, trade show booth graphics and more.

### Development:

Responsive and interactive websites, user interfaces, prototypes, applications, learning applications, content management systems, email marketing, intranets, extranets, lead retrieval systems, animated and interactive product detailers, banner ads, and presentations.

## QUALIFICATIONS

Knowledgeable, experienced, and well-rounded designer, developer, and programmer. Comfortable and experienced in time management, communication, working remotely, collaborating with project teams in the completion of multiple simultaneous projects.

Strong proven skills in design and the creation of professional websites, custom applications, email marketing, product detailers, marketing ads, and other technology products from consultation and discovery; to concept; to architecture; to design; to front-end development; to server-side programming and database architecture; to infrastructure setup, implementation, and security; to client training; to maintenance and ongoing customer support.

Experienced in cross-browser testing and compliance, as well as cross-client email testing and compliance.

## RESULTS

Successfully architected, designed, developed, programmed and deployed a wide range of interactive websites, prototypes, applications,

and content management systems for clients across many different industries.

Designed, developed, integrated and deployed many custom HTML email marketing projects and ongoing campaigns across a majority of the most widely used third party ESP platforms.

Developed interactive templates and widgets for a large online communication and community building platform for IBM/Lilly. The project successfully launched on time and was met with a tremendous positive response. In the first 72 hours after launch, the platform logged over 73,000 registrants and 31,000 posts worldwide.

Successfully created innovative and custom online solutions for the Pharmaceutical and Biotechnology industries.

Directed the creation of a new online fundraising platform from concept to deployment. Designed and managed all information technology infrastructure for the fundraising platform and company. Also created all the company branding, websites, email marketing, printed marketing, and trade show graphics.

*Many more descriptions of successful projects are available upon request.*

## EDUCATION

### 2005-2007

Boston University • Boston, MA

*Project Management – PMI Certifications*

### 1999–2001

Allentown Business School • Allentown, PA

*Web Design and Internet Technologies*

### 1998

Pocono Real Estate Academy • East Stroudsburg, PA

*Real Estate Practice and Real Estate Fundamentals*

## PROJECTS

### Websites, Templates, and Landing Pages

#### [Sevenrooms](#)

*New Website Features*

Developer, Programmer

#### [Performix](#)

*New Product Line Website*

Developer, Programmer

#### [Skinnygirl](#)

*Product Showcase Prototype/Site*

Developer, Programmer

#### [Metis Financial Marketplace](#)

*Website and Application*

Designer

[Wellpoint/Anthem](#)

*New Interactive Website*  
Developer, Programmer

[The Calvert Group](#)

*New Investment Website*  
Designer, Developer, Programmer

**Content Management Systems – Websites and Blogs**

[The Floating Hospital](#)

*Wordpress Website*  
Technology and Wordpress  
Consultant, Designer, Developer,  
Programmer

[Carlton Crowdfunding](#)

*Wordpress Website, Investment  
Management System, and CRM*  
Technology and Wordpress  
Consultant, Designer, Developer,  
Programmer

[Joyce Yang's Website](#)

*Drupal Website and Blog*  
Technology and Drupal Consultant,  
Designer, Developer, Programmer

[Howard L. Michaels' Blog](#)

*Wordpress Blog*  
Wordpress Consultant, Designer,  
Developer, Programmer

[Plaza at Harmon Meadows](#)

*Wordpress Website*  
Wordpress Consultant, Designer,  
Developer, Programmer

[Stevens Institute of Technology](#)

*Drupal Websites*  
Drupal Consultant, Developer,  
Programmer

**Custom Applications**

[Avion Tequila Cocktail Challenge](#)

*Cocktail Challenge Application*  
Architect, Developer, Programmer

[Campaign Sports](#)

*Fundraising Application*  
Architect, Designer, Developer,  
Programmer

[Dow Jones](#)

*Subscription Customer Center*  
Developer, Programmer

[Wieseltier Medical Group](#)

*Medical Reporting System*  
Architect, Designer, Developer,  
Programmer

[Duramed](#)

*Trade Show Lead Retrieval System*  
Technology Consultant, Architect,  
Designer, Developer, Programmer

[Pinsonault Associates](#)

*Intranet and Data Management*  
Need Assessment, Concept,  
Architect, and Project Director

**Email and Online Marketing**

[Axioma](#)

*HubSpot Email Templates*  
Development, Integration, Training  
Hubspot Consultant, Developer,  
Programmer, and Trainer

[UnitedLex](#)

*Marketo Email Newsletter*  
Marketo Consultant, Designer,  
Developer, Programmer, Trainer

[USA Today](#)

*Email Templates*  
Email Consultant, Developer,  
Programmer

[Genesys](#)

*Outlook and Word Email Template*  
Outlook and Word Consultant,  
Developer, Programmer

[Congregation of the Mission](#)

*Mailchimp Automated RSS*  
*Newsletter Templates*  
Mailchimp Consultant, Wordpress  
Consultant, Designer, Developer,  
Programmer

[21C Media](#)

*Mailchimp Email Templates*  
Mailchimp Consultant, Designer,  
Developer, Programmer, Trainer

**Interactive and Animated Media**

[TommieCopper](#)

*(35) Animated Banner Ads*  
Animator, Developer

[Actavis](#)

*Doryx Animated Product Detailer*  
Animator, Developer

[Actavis](#)

*Cordran Animated Product Detailer*  
Animator, Developer

[Activu](#)

*Animated Trade Show Teaser*  
Designer, Animator, Developer

[National Jewish Health](#)

*Animated Flash Marquees*  
Designer, Developer, Programmer

[Lilly](#)

*Animated Flash Product Detailers*  
Designer, Developer, Programmer

**Design and Layout**

[Digatherm – 2017/2018](#)

*Branding, Flyers, Brochures, Trade*  
*Show Graphics, Posters, Postcards,*  
*Magazine Ads, Booklets, and*  
*Promotional Packets*  
Project Director, Designer

[Digatherm – 2016](#)

*Branding, Flyers, Brochures, Trade*  
*Show Graphics, Posters, Postcards,*  
*Magazine Ads, Booklets, and*  
*Promotional Packets*  
Project Director, Designer

[Campaign Sports](#)

*Branding, Flyers, Instructional*  
*Guides, Trade Show Booth and*  
*Graphics*  
Project Director, Designer

[Modern Facilities](#)

*Multiple Flyers, and Trade Show*  
*Booth Graphics*  
Project Director, Designer

[Constellation Value Protection](#)

*Marketing and Sales Aids*  
Project Director, Designer

[Medisan Corp.](#)

*Flyer, Brochure, and Magazine Ads*  
Project Director, Designer

**TECHNOLOGY WHEELHOUSE**

With the constant changes and new emerging technologies and platforms for the industry, this list is too long to list here.

Please inquire about any particular technology or platform pertinent to your project(s).

## **TESTIMONIES** *(more available upon request)*

### **Michael Schinelli**

*Assistant Vice President for Marketing and Communications*  
Stevens Institute of Technology – Hoboken, NJ

“John Trail was hired in 2010 to develop the next generation University News site for Stevens Institute of Technology. John Trail worked with our news staff and internal design team to realize our vision with incredible accuracy and added value. This entailed not only site design in Drupal, a new platform to Stevens, but an entire CMS with highly tailored interfaces that met our complex content management needs. John’s work became the foundation for a major university web overhaul project begun in 2011 - a project that John contributed to significantly through extensive consultation and research.

I highly recommend John Trail for his outstanding technical leadership and customer-centric partnership.”

### **Cathy Meyer**

*Director of Consumer Affairs*  
Emerson Radio Corporation – Hackensack, NJ

“I had the pleasure of working with John when he redesigned our company’s website. John is a professional with impeccable web design skills. Although I had no previous web design knowledge, John was able to take our basic suggestions and transform them into a solid and informative website. He uses the assigned time very wisely and kept in constant communication with our office to insure the site was compatible with our needs and attractive to our consumers.

I highly recommend John Trail to work with any organization or business who is looking for a real professional that will complete any project in a timely fashion.”

## **REFERENCES**

Available upon request.