

johngruse

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Focus	Innovative marketing and technological installations through novel creative design and ideals, founded in research and analysis of user needs and personas	
Analysis	<ul style="list-style-type: none">• Thrives in fast-changing industries, culturally diverse work environments, and various technical and creative positions• Well versed in interactive media design, web design and graphic design, content and data management• Strong technical command of creative software suites, scripting languages, operating system platforms, and content management systems• Experienced researcher, system administrator, data manager, data analyst, web and media designer	
Composition	<p><i>Web Designer at SPEED Channel in Charlotte, NC</i></p> <ul style="list-style-type: none">• Graphic design, content layout, multi-media implementation, site template creation and modifications• Design layouts in HTML utilizing CSS, Javascript, and other current technologies• Ensured cross-browser compatibility for all online content• Provide final creative assets for websites and promotions including various graphics, logos, and ads• Teamed with Ad Sales and Marketing to drive the creative consistency of the site, as well as incorporating client products and client television related material• Hulu and Brightcove video implementation and administration for <i>SPEED</i> television programming and advertising promotions• Promotional e-mail administration, management, and reporting• Familiarity with Apache Subversion [SVN], various Content Management Systems [CMS], and Agile Risk Management• Clients: <i>AutoZone, BMW Motorcycles, Cadillac, Daytona International Speedway, Fram, Home Depot, Honda, Indianapolis Motor Speedway, NASCAR Hall of Fame, Porsche, Quaker State, Sprint, Sunoco, Suzuki, WIX Filters, Yamaha</i>	<p>05/2009 04/2011</p>
	<p><i>Data Analyst at Accenture/Bank of America in Charlotte, NC</i></p> <ul style="list-style-type: none">• Data analysis and transferring of corporate clients to and from various lines of business and services• Data Integrity, Research, Reporting, Helpdesk Support• Streamlined data and improved reporting efficiency in Excel with formulas and macros using Visual Basic• Microsoft Office SharePoint Services [MOSS] administrator• Created InfoPath user forms to modify lists on SharePoint sites• Designed a prototype website using ASP.NET, SQL Server database, and Apache Web Server• Produced high quality presentations for multimillion dollar proposals in accordance with <i>Accenture</i> and/or <i>Bank of America</i> requirements and processes	<p>06/2006 04/2009</p>

