

VALENTINE DIGITAL



Skills:

- Animation
- Audio/Video post-production
- Banners
- Email
- Generative AI
- Graphic Design
- Iconography
- Illustration
- Infographics
- Landing Pages
- PPT Presentations
- Taxonomy
- Website Design/Production

Software:

- Adobe CC After Effects
- Adobe CC Animate
- Adobe CC Dreamweaver
- Adobe Express
- Adobe Firefly
- Adobe CC Illustrator
- Adobe CC InDesign
- Adobe CC XD
- Adobe CC Photoshop
- Adobe CC Premier Pro
- ChatGPT
- Final Cut Pro X
- Hootsuite
- HubSpot
- Mailchimp
- Midjourney
- MS Excel
- MS PowerPoint
- MS Word
- Elementor page builder
- WordPress/Woo C./Shopify/Etsy

Script & Coding:

- CSS
- HTML
- JavaScript

Greg Valentine, Content Matter Provider

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[Website](#)

PROFILE

Provides creative/technical/production needs; serve as a consultant to corporate and agency domains. Seasoned supervision and execution of digital services -- for all channels (web, device, Social) with traditional and digital capabilities in drawing, painting, and illustration.

CONSULTING & EMPLOYMENT

Valentine Digital CMS, Conshohocken, PA, May 2021 – Present

Remote Digital Content Provider

Generative AI and prompt engineering services. Developing and perfecting prompts used in natural language processing (NLP) models, such as ChatGPT, chatbots, or virtual assistants. On-going services include visual storytelling, data visualization, illustration, light development, Social Media animation/content, email development, CMS and multimedia services.

Airgas, Conshohocken, PA, December 2019 – Present

Remote Developer/Production/Designer

From supplied flat maps, build User interface animated maps via Adobe Animate with JavaScript and custom Click Track code applied for metric measurements. Technical line illustrations created through Adobe CC along with other content services.

Whitemarsh Art Center, Conshohocken, PA, December 2019 – Present

Volunteer and Board Member

Social Media strategist/designer, website developer/producer and advertising designer using applications: Hootsuite, WordPress, IM Creator and MailChimp to aid in increasing awareness and membership growth.

CompuCom Inc., Fort Mill, SC, April 2019 – December 2021

Presentation Designer

PowerPoint concept and production designer responsible for upholding brand integrity for both internal and external presentations. Daily creation of info graphics, icons and illustrations used to further detail/explain content materials to diverse audiences.

General Assembly, New York, NY, October 2018 – April 2019

Student, Online - User Experience (UX) Design Circuit

- *Discovery and Research* - Conduct user research/ interviews to drive design process, compile a competitive analysis to find target markets.
- *Synthesize purpose and Developing a Design Strategy* - Build a primary user persona, define product's purpose, and find design direction.
- *Placement and Layout Design* - Organize complex and diverse types of content using key information architecture techniques, and map user flows.
- *Execution (Wire framing and Prototyping)* - Use responsive design patterns to build out hi-fi wireframes that enable testing projects with real users.

Janssen Pharmaceuticals, Springhouse, PA, April 2017 – October 2018

Community Engagement Manager/Business Analyst II

As a business analyst, I managed and serviced an experimental business unit of fifteen clinical studies in need of migration from a paper-based to a digital-based SharePoint and Veeva CRM environment via technical, email coded templates/fragments, creative and direct client services. Eventually a rollout of the [DrugDev \(DD\)](#), [Spark SaaS](#) CMS Platform of the fifteen clinical studies expanded to the entire Janssen Clinical Studies Enterprise with two hundred studies added per month.

Valentine Design Inc., Conshohocken, PA, July 2016 – April 2017

Remote Digital Content Producer

My business provides clients with both technical and creative solutions for their marketing communications and Web content needs which encompass branding through to a custom digital impression.

Renaissance, Philadelphia, PA, January 2016 – July 2016

Manager of Creative Resources

I managed and worked with a 5-person design team to help meet an ever-growing sales volume of retail furniture distribution clientele which included digital marketing assets in web, mobile, video and print channels. Daily CMS duties performed.

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Proficiencies:

- Multimedia
- Animated Gifs
- Interactive
- Client Consultation
- Front-End Coding
- Project Management
- Strategic Planning
- Tactical Planning
- Technical Processes
- Customized WordPress
- CMS
- CRM

Education:

- **Hussian College of Art,**
Philadelphia, PA
bachelor's degree
Major: Art
Minor: Illustration
- **Sessions College for Professional Design**
Tempe, AZ
Non-Degree Courses:
Web Programming,
Multimedia
- **Bucks County Community College**
Bristol, PA
Certificates:
JavaScript/jQuery
Fundamentals
- **General Assembly**
New York, NY
Certificate:
User Experience (UX)
Circuit
- Udemy
Professional
Development

Barnabas Health System, Toms River, NJ, November 2015 – January 2016 Production Specialist

I helped transfer a large SharePoint intranet site to a new Oxcyon Central Point CMS that included extensive data migration via HTML/CSS templates to meet a 2-month rollout timeline.

Dentino Marketing, Princeton, NJ, June 2015 – November 2015 Email/Landing Page Developer

My role was to take the art director's designs for landing pages/emails, and produce finished HTML5, CSS3 and Responsive templates for reuse in a campaign. Templates produced with customizations for iterations and revisions as needed. Daily CMS duties performed.

Munich Re America, Princeton, NJ, February 2015 – June 2015 Multimedia Specialist

Aided with videography and teleprompt recordings for talking heads and departmental communications videos. Also, I managed Jangomail CRM software and going with digital and printed newsletters. The results were Increases in video and digital marketing communications per month with positive metrics as measured.

GD64, Berwyn, PA, December 2014 – February 2015 Creative Services Manager

As a manager, I oversaw the conversion of design/ production of corporate collateral and multimedia content from a European context to an American context which included materials for IT conferences while keeping company brand. I also oversaw the revisions and final printing of collateral pieces.

Progressive Business Publications, Malvern, PA, May 2014 – December 2014 Interactive Artist

In this role, I used the Act-on CRM environment for email production plus design/development of landing pages as needed for a proprietary CMS. This also included daily completion of digital content via raw scripting and with industry-standard software.

Oticon, Inc., Somerset, NJ, February 2014 – May 2014 Interactive Designer/Web-CRM

The design and production of graphics for use in print and web content also included creation of sliced HTML-based images/code from Adobe Photoshop used in a Sitecore and Agile environment with a CRM part.

Rumsey Electric, Conshohocken, PA, November 2013 – February 2014 Interim Marketing Manager

Here I managed the company's proprietary CRM and CMS and learned established processes for digital communications to existing clients, customers as well as created new processes for graphic design and interactive forms use. This all leads to a seamless integration of existing/new processes while keeping good team collaboration and client documenting needs.

Church & Dwight, Ewing, NJ, June 2013 – November 2013 Web Support Developer

Here I met with product owners and performed daily programming edits to HTML/CSS content, as well as managed and uploaded images, graphics, and video to the Arm & Hammer consumer-facing website. Daily collaboration allowed for real-time edits to the consumer site.

Nemours A.I. duPont Hospital for Children, Wilmington, DE, April 2012 – June 2013 Digital Display & Motion Graphics Manager

Needed to troubleshoot and fix an existing HD digital display system in a four-statewide campus to ensure proper display of static and animated content. I debugged and corrected technical software issues with ([FWi: Four Winds Interactive](#)) 2 weeks prior to the grand opening of a new hospital in Florida, and developed a radio station like format for dual audience messaging for future admin users of the digital signage system.

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