

# **Jason Noffsinger**

**Email:** jason@jasonnoffsinger.com

**Website:** jasonnoffsinger.com

**LinkedIn:** www.linkedin.com/in/jasonnoffsinger

## **Summary**

Experienced content marketing professional with an extensive background in written and visual content production, as well as web design, digital asset management, and commercial photography. Demonstrated expertise in managing content for use in both print media and web applications.

## **Experience**

**Prestige Imports – Lakewood, CO**  
Marketing Communications Specialist  
*March 2011 - Present*

- Launched a Wordpress based website and content marketing strategy that resulted in a 300% increase in organic search traffic over a 20 month span
- Develop HTML content layouts suitable for three distinct CMS based dealership websites
- Design and develop Flash based banner advertisements, Responsive HTML email blasts and auto-responders, print advertisements, signage, and dealership collateral materials
- Plan and supervise website design (UI) and ongoing maintenance with third party vendors
- Produce original written, visual, and multimedia content for use in web-pages and posts, printed pieces, and social media
- Edit employee and manufacturer generated content to ensure consistent voice and image across all media
- Analyze and report on the efficacy of search engine optimization, search engine marketing, branding, and reputation management strategies
- Manage social media presence and reputation across Facebook, Twitter, Google+, Instagram, Yelp, and automotive specific sites such as AutoTrader, CarGurus, Cars.com, and DealerRater
- Provide oversight and support for the customer relationship management (CRM) system
- Implement and oversee a process that ensures high quality and consistent vehicle photography

**Staples / Corporate Express – Broomfield, CO**  
Senior Photographer / Image Coordinator  
*March 2001 – April 2010*

- Designed and implemented a digital asset management system that realized a cost savings of over \$400,000 and greatly improved process flow
- Managed a web publish process that maintained nearly 300,000 images for a B2B e-commerce website that earned over \$6,000,000 per day
- Established a comprehensive workflow to process images from a variety of sources to meet both print and web specifications
- Completed award winning work in commercial photographic illustration, including conceptual still life, portraiture, and lifestyle (GD USA American InHouse Design Awards: 2007 & 2008)
- Collaborated with Graphic Designers, Creative Directors, Marketing Specialists, Merchandisers, Executives, and Facilities Staff to execute successful photo shoots on extremely tight budgets
- Trained and supervised Image Coordinators and other team members assisting with Photoshop post-production work and image archiving
- Created an online video tutorial series training vendors to supply properly formatted images and metadata

**O'Clair Photography, Inc. – Woodstock, NY**  
Studio Manager  
*May 1996 – March 2000*

- Assisted in the planning and production of large scale advertising and stock photo shoots, including shot list creation, casting, scouting, travel, set construction, and equipment rental
- Responsible for on-set assisting including light and camera rigging, shoot scheduling, and crew coordination
- Managed photo shoot post-production, including film processing and submission, film archiving, Photoshop post-production, and digital image archiving

## **Education & Certifications**

### **New Horizons Computer Learning Centers**

Technical and Applications Training

July 2000 – November 2000

- CompTIA i-Net+ certification
- Earned a MASTER CIW DESIGNER Certification after passing the CIW SITE DESIGNER and CIW E-COMMERCE DESIGNER tests (Certified Internet Webmaster)
- 350 hours of formal technical training in HTML, JavaScript, Flash, Dreamweaver, Acrobat, Illustrator, InDesign, Photoshop, and QuarkXpress

### **Colorado Mountain College - Glenwood Springs, CO**

A.A.S. - Professional Photography

Graduated with Honors, Phi Theta Kappa

December 1994

## **Qualifications**

### **Technical Skills:**

- Content creation and editing across multiple media types
  - Keyword research using Long Tail Pro, Google Keyword Planner and other online resources
  - Writing, editing, and optimizing (SEO) blog posts and web pages
  - Designing unique and shareable visual content to accompany written assets
  - Copywriting for print ads and landing pages
  - Product merchandising including unique written descriptions and original photography
  - Social media - campaigns, content creation, and paid marketing
  - Pre-roll video production and video voice-overs
- Website creation, optimization and maintenance utilizing a variety of platforms, including
  - Raw HTML
  - Wordpress - including CMS installation, theme customization, and search engine optimization
  - Dealer.com and GaryStock – automotive dealer website platforms
- Website analytics analysis using Google Analytics and Clicky Analytics
- Responsive HTML email design for eMail marketing and lead nurturing
- Design, implementation, and oversight of digital asset management systems using both embedded metadata and database solutions
- Imaging workflow creation, testing and implementation
- Fluency with both Mac and PC platforms, including daily use for content creation and design work
- Experience with a wide variety of software and systems, including:
  - Microsoft Access, Excel, Word, and Powerpoint
  - Adobe Photoshop, Lightroom, Bridge, InDesign, Illustrator, Premier, Flash, and Dreamweaver
  - KoolMoves – for Flash banner ad creation
  - Corel Video Studio Pro – video production software
  - Automotive CRM systems including CDK, DealerSocket, VinSolutions and eLead
  - IBM Websphere Product Center – an enterprise level content management system

### **Commercial Photography / Digital Imaging Skills:**

- 27 years of experience in the commercial photographic industry crossing nearly every specialty: Product, Lifestyle, Portraiture, Architecture & Interiors, Event Coverage, Sports & Motion, etc.
- Frequent use of studio and portable strobe equipment, continuous light sources, and outdoor location lighting using large-scale reflectors, scrims, and butterflies
- Daily use of Adobe Camera Raw and Adobe Lightroom for raw capture conversion
- 25 years of experience using Adobe Photoshop (2.5 – CC 2015) for color and density correction, complex clipping paths, perspective control, photo composites, antique photo restoration, overall image enhancement, and CMYK output targeting for four-color offset and rotogravure presses
- Coordination of a color managed workflow, including monitor calibration, white balance targeting for digital photography, and the use of output profiles
- Extensive experience in photo shoot pre-production, including set design & construction, prop & wardrobe procurement, camera & light rigging, talent casting, location scouting, obtaining permits, shoot scheduling, and crew coordination