



# TREY DAUGHERTY

Creative Direction | Branding | Print/Web Development | Project Management



TIME  
MANAGEMENT



CREATIVITY



ATTENTION  
TO DETAIL



MULTI-TASKING



ORGANIZATION



# TREY DAUGHERTY

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## Trey Daugherty:

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## Software Knowledge:



## Code Knowledge:



## In a Nutshell:

- ◆ **Award-winning Design Professional** - 20-years experience in melding creativity, analytics and user-experience to create and execute award-winning print, web and multimedia campaigns.
- ◆ **Creative Team Leader** - 15 year track record of managing creative and technology teams to ensure client objectives are met, on-time and in-budget. Well-versed in performing – and inspiring others to perform – under deadline-driven environments.
- ◆ **Seasoned Project Manager** - Adept at creating timelines and milestones to help clients understand the totality of the project while keeping design & development excesses within the creative team to a minimum.
- ◆ **Skilled Communicator** - Exceptional ability to collaborate and communicate with clients and team members. Especially skilled at assisting clients to identify core messaging and clarify "must haves" on large, complex projects.
- ◆ **Profit Generator** - Consistently increases response rates from 18-30% with revenue often exceeding \$1 Million dollars per campaign.

## Education:

The Art Institute of Fort Lauderdale, 1995 -1997  
Associates of Science in Visual Communications. (Average GPA 3.5)

## Experience:

### MDLIVE

[www.mdlive.com](http://www.mdlive.com)

August 2016 – October 2017  
Location: Fort Lauderdale, FL

### Senior UI Designer | Front End Developer

Responsibilities include UX/UI & SEO research and implementation of improvements to MDLIVE's consumer facing website. Designing and building landing pages and registration funnels for marketing initiatives. Working with IT to implement improvements and maintain brand image throughout the entire customer journey. Working with outside contractors to implement all tracking and campaign related tech on consumer facing website.

### OperationROI

[www.operationroi.com](http://www.operationroi.com)

April 2013 – June 2016  
Location: Fort Lauderdale, FL

### Lead Designer | Front End Developer

Conceptualize and design websites, emails, banners, print advertisements and promotions for company's client base. Lead front end developer in charge of all HTML, CSS & JS.

Research & implement UX and GUI techniques for all designs based on current standards within the industry and my personal experience. **Increasing returns on web properties by as much as 20%.**

### The Institute for Individual Investors

[www.ifi.com](http://www.ifi.com)

November 2011 – February 2013  
Location: Delray Beach, FL

### Lead Designer | Front End Developer

Designed all print and web marketing materials, including sales pages, sign-up pages, emails, educational materials, marketing funnels, check-out pages and front-end websites.

In charge of all research and testing on sales funnels such as heat maps, split testing based on headlines, color pallet, page layout and various other methods for improving ROI on projects.

**Increasing CTR as much as 27% on sales pages and funnel pages.**



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### **Smart for Life Nutrition**

[www.smartforlife.com](http://www.smartforlife.com)

April 2010 – June 2011

Location: Boca Raton, FL

#### **Creative Director | Director of I.T.**

Team lead for a group of designers/developers tasked with designing and implementing all web-based projects. **Increased website sales by 18% over the first year while saving the company \$80+k in expenses.**

### **Jarden Consumer Solutions**

[www.jardencs.com](http://www.jardencs.com)

December 2006 – June 2011

Location: Boca Raton, FL

#### **Designer**

Responsible for the design and development of web marketing materials including e-mails, flash banners, flash presentations, product introductions, and corporate websites. Assumed lead role for major consumer brand package conceptualization, design, and release.

**FoodSaver email return increased by 30+% after assuming lead design role on all email campaigns. Average email return over 1 million in sales.**

### **Aquent**

[www.aquent.com](http://www.aquent.com)

June 2006 – December 2006

Location: Fort Lauderdale, FL

#### **Design | Art-Direction | Web Design**

Talent contractor responsible for executing highly demanding and intricate creative projects covering a full range of media including; web, print, and multimedia.

**Clients included Play Along Toys, Office Depot, Beauty Trends, Sports Authority & Jarden Consumer Solutions.**

### **Platinum Graphics, Inc**

[www.platinumgraphicsinc.com](http://www.platinumgraphicsinc.com)

February 2003 - June 2006

Location: Boynton Beach, FL

#### **Owner | Creative Director**

Nurtured client relations, delivered client presentations, and was responsible for the design, development and implementation of all projects. Assembled contract teams that worked in conjunction with the company's creative direction.

Lead architect behind [www.platinumprinters.com](http://www.platinumprinters.com). **First year sales topped \$150,000.00**

### **Immedient**

[www.immedient.com](http://www.immedient.com)

February 2000 – February 2003

Location: Fort Lauderdale, FL

#### **Creative Director**

Managed a 15-member creative & developer team responsible for completing large-scale web projects. Responsible for overseeing the team's conceptualization, design and implementation of all web projects. Served as creative director on all photo shoots and sound recording sessions.

**Creative Director on major IPO's and company buyouts to Hewlett Packard during the dot com bubble.**

### **MGM Design**

March 1999 – February 2000

Location: Fort Lauderdale, FL

#### **Art Director**

Designed magazine layouts, brochures, logos, posters and real estate advertising. Art Director of product and lifestyle photo shoots.

Portfolio and references available upon request.