

# DANIEL NETKIN-COLLINS

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## WORK EXPERIENCE

### THE LEGO GROUP

ENFIELD, CT., MAY 2011 – PRESENT

*Global Email Assistant Producer*

- Produce weekly HTML/Text email campaigns in support of global/local marketing strategies using Adobe DreamWeaver
- Incorporate dynamic content based on campaign strategy
- Using the Email Service Provider platform, finalize campaign production by loading HTML creation, URL selection, tracking code set-up and dynamic content integration
- Deploy email campaigns; executing segmentation strategies and tests developed by the online marketing team

### REIN'S DELI

VERNON, CT., JUNE 2010 – PRESENT

*Server*

- Provide excellent customer service to patrons at Rein's Deli

### COURT SQUARE GROUP

SPRINGFIELD, MA., DECEMBER 2010 – JUNE 2011

*Design Consultant*

- Assist in the design of printed research forms to be integrated into web forms
- Design and create print template forms

### CIRCUIT CELLAR

VERNON, CT., JANUARY 2011 – APRIL 2011

*Marketing Assistant*

- Assist in marketing and promoting of Circuit Cellar Magazine
- Compile and layout content for Circuit Cellar's monthly e-newsletter, News Notes
- Re-brand the identity of News Notes and the Advertisers Broadcast
- Promote Circuit Cellar's name and message through social media networking sites
- Utilize analytic sites such as bit.ly to track activity on social networking sites
- Design printed marketing material, including 2011 Media Kit, Circuit Cellar Subscription business reply cards and ads to be placed in various print magazines

### SA AMBULANCE

ADELAIDE, SA, AUSTRALIA., MAY 2010 – JUNE 2010

*Graphic Designer*

- Assisted in the creation and design of corporate marketing materials.

## CONTACT INFORMATION

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Cell: 860.205.2731

Web site: [www.dncdesign.org](http://www.dncdesign.org)

Linkedin: <http://www.linkedin.com/in/danielnetkincollins>

## EDUCATION

University of Connecticut, Storrs, CT

Bachelor of Fine Arts

Concentration in Communication Design

Graduated in May 2007

## COMPUTER SKILLS

Photoshop

Illustrator

InDesign

Quark

Flash

Dreamweaver

HTML

CSS

Javascript

Microsoft Office

Mac & PC

Adobe Creative Suite

WordPress CMS

Responys Interact

## FREELANCE WORK

Xillion Design

PC Tech Services

Kinetic Hope

Thokozani

Colonial Point Christian Church

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## **Marketing Research Association**

GLASTONBURY, CT., JULY 2008 - AUGUST 2009

*Senior Graphic Designer*

- Directed a team that redesigned MRA's corporate Web site.
- Responsible for the design and maintenance of various MRA Web sites.
- Developed and designed the online version of MRA's monthly print magazine *Alert!*.
- Created the cover of *Alert!* each month and collaborated with the editor on its layout.
- Responsible for designing all conference material, which included program books, Web sites, mailers and other promotional material.

## **Prudential Connecticut Realty**

ROCKY HILL, CT. MAY 2006 – MAY 2008

*Marketing Coordinator/Graphic Designer*

- Responsible for all pre-press, project management and expense documentation for the marketing department.
- Maintained the newspaper advertisement schedule, including the quarterly newspaper award advertisements while collaborating with each Connecticut Prudential office.
- Designed Prudential real estate advertisements.
- Oversaw the design and creation of Prudential's annual calendar.
- Participated in the redesign of Prudential marketing brochures.
- Assisted in the creation of New Homes & Land brochures, logos, mailers and Web sites.
- Created splash pages, photo slide shows and flash animations.

## **National Institute for the Clinical Application of Behavioral Medicine**

MANSFIELD CENTER, CT., APRIL 2005 - MAY 2006

*Senior Graphic Designer*

- Designed company's brochures and managed company Web site.
- Responsible for designing all conference material, which included program books, Web sites, mailers and other promotional material.