





GREG MORTON

Innovative senior web designer with 17+ years of experience, proficient in digital advertising and creating stunning, mobile-first frameworks.

CONTACT

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TECHNICAL SKILLS

- Web Design/Development
- Display Advertising
- Adobe Creative Suite
- HTML5/CSS3
- Javascript/jQuery
- OTT Video & Editing
- Photo Editing
- Social Content Creation
- Campaign Branding
- Project Management
- UI/UX Development
- Product Documentation
- Brand Compliance
- MailChimp & HubSpot
- Cross-Training and Team Communication

EDUCATION

Associate of Applied Sciences
Fire Science - 1997
NHTI - Concord, NH

INTERESTS

- Photography
- Dog Rescue/Advocacy
- Woodworking
- Trail Running
- Hiking
- Content Creation
- Golf
- Cooking

PROFESSIONAL HISTORY

General Manager - Lakes Region Epoxy

August - October 2024 | Bristol, NH

- Worked directly with customers, scheduling appointments, writing estimates, and managing company personnel.
- Maintained social media accounts with multiple posts per week consisting of short form video reels and customer testimonials to engage with new clients.
- Assisted installation teams creating transformative spaces and maintaining a high level of customer satisfaction.
- Revamped internal tools and processes related to company organization, maintenance and procedures.

Lead Digital Designer - Ansira

August 2007 - March 2024 | Seattle, WA

- Designed and developed an extensive portfolio of animated display templates, working hand in hand with sales and marketing teams creating 500+ unique templates which generated positive user engagement and new client wins.
- Created mocks for brands like GM, Weinerschinkel, Stellantis, JiffyLube, Land Rover, and McDonald's. These included website layouts, Youtube and TikTok video ads, as well as retargeting and display advertising.
- Planned and helped develop two internal marketing tools created for the purpose of submitting design requests and allowing designers to build complete and advanced advertising templates using a central code base.
- Utilized Adobe Creative Suite tools like XD to create shared website and application mockups for new design ideas.
- Collaborated with designers and developers to elevate existing websites, develop platform enhancements, and engage users.
- Evaluated advertising solutions quarterly, updating branded advertising, and retiring outdated ones to keep a fresh and exciting portfolio.
- Debugged internal tools and submitted enhancement requests to make them more user friendly while expediting the design creation process.
- Administered quarterly training sessions with fellow designers on internal advertising tools.
- Crafted email marketing campaigns using HubSpot, MailChimp, as well as an internal platform.
- Distributed monthly internal newsletters highlighting new designs for sales and marketing teams.

Multimedia Designer - MullenLowe

2006 - 2007 | Wenham, MA

- Produced standout marketing campaigns for brands like Panera Bread, Stanley, H&R Block, and MassMutual.
- Designed a wide variety of advertising that showcased advanced interactive functionality and animation sequences to help engage the user experience.
- Created video based interactive ad templates for Panera Bread and GM Certified that brought advertising to life.
- Engaged in weekly creative sessions to generate ideas for future business and help current clients stay ahead of emerging trends.
- Honed coding and design skills with Flash and ActionScripting techniques.

Web Designer - BZ Results

2005 - 2006 | Coventry, RI

- Generated custom animated websites for the automotive industry using the latest trends and software.
- Learned how to effectively code and develop websites within a custom platform while blending animation, databases, and HTML code into one cohesive look and feel.
- Produced 25+ advertising templates that would help expedite requests and serve as a sales tool for future business.