eric howell

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Based in Oakland, CA

SUMMARY

Technical Lead and Front End Developer with over 10 years experience in the digital advertising industry. I have a storied career working on project teams to develop digital ads, landing pages, and custom solutions for Fortune 500 clients.

EXPERIENCE

Organic | Freelance Developer
Remote | 2024- Present

° Building HTML ads and providing creative production support for Organic's Elanco client teams.

Hogarth | Technical Lead
San Francisco, CA | 2020 - 2023

° Built custom workflows to automate HTML banner and email development using Handlebars templates, custom NodeJS modules, and Gulp tasks.

° In charge of writing documentation for complex projects, workflows, best practices, and campaign R&D using Sharepoint sites, Wiki's, JIRA, and repository READMEs.

° Led the onboarding of new developers for Hogarth's development workflow and client preview tools.

° Led the creation of a custom Dynamic Creative preview tool for the Nationwide Insurance account team.

° Built animated, responsive homepage modules for Gerber.com.

° Developed a workflow to generate over 80 animated HTML ads for IBM in less than a day.

° Worked on project teams for Fortune 500 clients including American Express, Coca-Cola, Ford, IBM, Instagram, Philips, Nationwide, Volkswagen, Pfizer, Kaiser, Workday, and more.

Ogilvy | Senior Campaign Developer
San Francisco, CA | 2005 - 2020

° Created ads in major advertising plaforms such as Google Studio and Campaign Manager, Amazon Ad Platform/Sizmek, Adform, FlashTalking, and Medialets.

° Developed best practices for the studio and trained junior developers.

° Built modules & templates for a custom CMS for the Nationwide team to generate and test responsive HTML emails.

° Coded an internal newsletter CMS that generated build requests from other departments within Ogilvy.

° Developed complex animations for HTML DCO, video ads, and presentations.

° Created an animated microsite for LiquidNet.

° Coded responsive HTML newsletters for clients such as American Express, Aetna, Barclays, Corteva, DHS, IBM, Merck, Nationwide, and UPS.

° Was a part of project teams for Ogilvy clients including TD Ameritrade, BlackRock, Cisco, Dupont, GE Capital, Motorola, Nestle, IKEA, Metlife, SAP, Showtime, Time Warner Cable, Qantas Airlines, Unilever, and Yahoo!

SKILLS

CSS, SASS,

Javascript - ES6, Vanilla JS,

React, React-Native, Redux,

Handlebars, Bootstrap, Smarty,

Greensock Animation Platform, CreateJs,

Gulp, Webpack, Vite,

NodeJs, PHP,

HTML, AMP, XML, JSON,

Git, Jira,

Adobe Creative Suite

EDUCATION

° BS in Graphic Design
  Portland State University

° Front End Dev Bootcamp
  NuCamp - Berkeley, CA

° Continuing Education Courses
  School of Visual Arts - NY, NY

CERTIFICATIONS

° Certification in Google DoubleClick Studio richmedia display platform.

° Creative Development Certification for the Flashtalking by MediaOcean digital advertising platform.

AWARDS

° Financial Communications Society Portfolio Awards 2008

    * Gold winner, Consumer Retail Interactive Single

    * Bronze Winner, Consumer Retail Interactive Single

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EXPERIENCE (continued)

NIKE (Exeter Brands Group) | Designer
New York, NY | 2004 - 2005

° Contributed to the redesign of the STARTER, Shaq & Dunkman brands as a designer on the in-house Creative Services team.

° Responsible for designing and managing the production of over 200 items of apparel, accessory, and footwear packaging, woven labels, and stickers.

° Multimedia development for kiosks and sales presentations.

° Worked on the McKids and Royal Velvet brands creating directional overviews, print decks, trims, and in-store signage.

Mercer Delta Executive Learning Center | Designer / Project Lead
Portland, OR | 2002 - 2003

° Project lead for Washington Mutual, Novartis, & Ernst & Young clients.

° Oversaw the design and production of print materials and authored corporate presentations.

° Managed the printing of program materials such as journals and course booklets.

° Created web graphics and animations for online marketing campaigns.

Chiave Interactive | Web Designer
Portland, OR | 1999 - 2001

° Developed Flash animations, graphics, and digital medical illustrations.

° Provided art direction and UX design on project teams for clients American Red Cross, National Safety Council, & NIKE.

TEACHING

° Academy of Art University - San Francisco
Guest panel for student portfolio reviews 2010

° Art Institute of Portland - Portfolio Development
Guest Speaker Summer 2001

° Portland State University - Multimedia Development Senior Capstone
Co-Instructor Summer 2000, 2001, Guest Speaker 2003