

TANIA BLACKMAN

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EXPERIENCE

DECEMBER 2011 – OCTOBER 2020

SENIOR STUDIO DESIGNER, HARTE-HANKS DIRECT MARKETING SERVICES

Brainstorm, design, and program digital communications for a variety of clients, including Sony Electronics, Spectrum Enterprise, Hancock Whitney, and Union Bank. Set up and maintain Sony's weekly email templates through CSS and HTML coding. Work hand in hand with the Interactive Producer to create efficiencies in design/programming, including last-minute edits for already-programmed emails. Collaborate with Project Managers on projects scheduling, resources, and attaining creative assets. Oversee and mentor designers when they work on Sony Electronics projects. Communicate with third-party vendors to incorporate the latest technology into client creative.

DECEMBER 2008 – FEBRUARY 2011

EMAIL/WEB DESIGNER, ADVERTISING SPECIALTY INSTITUTE (ASI)

Designed marketing emails and animated banners for online promotions. Brainstormed and designed new creative, including templates for client-based microsites. Performed daily updates to all microsites. Edited and updated promotional films through Premiere. Implemented and updated databases for both emails and microsites.

DECEMBER 2006 – DECEMBER 2008

WEB DESIGNER, STREAM COMPANIES

Designed and developed client websites and performed daily maintenance. Developed animated banners, as well as components for websites and online event advertisements. Operated third-party control management system to perform quick daily updates.

PROFESSIONAL RELATED AWARDS

- 2013 Platinum Hermes Creative Awards for the "Sony Indirect Virtual Open House Campaign"
- 2019 Benjamin Franklin "Benny" Awards
 - Creative Only Email Award: Sony Dolby Vision Launch
 - Interactive Email Award: Sony Aibo Launch
 - Honorable Mention: Sony Series TV Launch

SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Dreamweaver
- HTML/CSS
- Microsoft Office
- Time managing
- Attention to details
- Multitasking
- Team player

EDUCATION

JUNE 2006

BACHELOR IN MULTIMEDIA & WEB DESIGN, THE ART INSTITUTE OF
PHILADELPHIA

Graduated with honors. Awarded Best Multimedia Portfolio and the Robert Arufo & Ralph Malatesta Memorial Award.

JUNE 2000

ASSOCIATES IN INTERACTIVE MULTIMEDIA,
DELAWARE COUNTY COMMUNITY COLLEGE

Dean's list student. Graduated with honors.