

{ JOI M. CARTER }

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Highly passionate and creative Graphic Designer with extensive experience in web and graphic design, multimedia and project management. Exceptional collaborative and interpersonal skills accustomed to performing in a fast-paced environment.

{ PROFESSIONAL EXPERIENCE }

Radio One, Inc. – BALTIMORE, MD

Digital Support Coordinator - August 2010 to January 2011

Provided digital support to the Programming, Promotions, and Digital Sales departments.

Digital Functions:

1. Multimedia

- Digital video and picture capture and editing
- Provided support to the Online Editor and Digital Sales Managers in the provision of multimedia assets
- Captured video and pictures at offline events (concerts, parties, celebrity interviews etc)

2. Design Functions

- Designed emails according to template specifications
- Designed and implement online contests using Dload, Upickem and Triton Loyalty
- Designed digital coupons
- Designed mobile assets for advertisement and promotional campaigns
- Designed visual assets for marquee programs

3. Digital Sales Support

- Designed assets in support of digital sales proposals
- Fulfilled sales streaming orders using the Ando platform

4. Operations

- Oversee the deployment of contests and communicate performance metrics to stakeholders
- Measured and monitored the performance of emails and communicate key metrics to stakeholders
- Oversee the set up and operations of the coupon business, which will include the deployment and measurement of revenue and performance metrics
- Set up pages, such as category and sub category pages, for marquee programs

Terrestrial Radio Functions:

- Defined and communicated plans and schedules.
- Ensured schedules are posted to the intranet and shared with key stakeholders.
- Proactively identified roadblocks that will projects.
- Measured and ensured project hours for consultants are not exceeded.

Radio One, Inc. – LANHAM, MD

Corporate Web Manager - May 2005 to May 2010

- Served as lead designer for all corporate national sales campaigns.
- Responsible for establishing creative direction for all online services, products, and programs.
- Managed full lifecycle of Programs and Projects.
- Enforced protocols regarding the design and development of sales, corporate, and syndicated online programs.
- Ensured full transparency into the operations of digital radio

Program and Project Management Duties:

- Verified revenue placement for all sales campaigns prior to design and development.
- Interfaced with sales force to determine digital strategy.
- Managed and coordinated design and development efforts amongst designated resources.
- Assessed program needs and delivered solutions that are easily replicable.

Planning and Scheduling Duties:

- Defined and communicated plans and schedules.
- Ensured schedules are posted to the intranet and shared with key stakeholders.
- Proactively identified roadblocks that will projects.
- Measured and ensured project hours for consultants are not exceeded.

CLIENT ROSTER

Coca-Cola	Amtrak	Def Jam Records
Trojan Magnum ® Condoms	CBS	KFC
Atlantic Records	Bermuda Tourism	Wal-Mart
Comcast	AARP	All State
Lowe's	State Farm	Verizon

{FREELANCE EXPERIENCE}

Freelance Graphic Designer - 2003 to Present

Baltimore / Washington Black McDonald's Operators Association Official Website
Prince George's County Social Innovation Fund "Picturing Prince George's County" – Photo Contest flyer
BRDANCAT Enterprises (Family Owned McDonald's Company) www.brdancat.com
Amour Restaurant – Identity and Signage
Empowerment Temple – Pop up Sign Design
ELEVI Associates – Designed business cards for IT Recruiting Company.
On The Roxx Grill & Lounge – Identity and T-shirt designs
Spectrum Enterprises, LLC – Designed business cards for Real Estate company.
Sunjada Productions – Designed Movie Poster for the independent film TORN.
Charitee Magazine – Designed Online magazine.
Praxis/ Office on Violence Against Women, U.S. Department of Justice - Designed public awareness posters.

{EDUCATION}

Howard University, Washington, DC

B.A. Radio, Television and Film

Major: Radio Production

Minor: Electronic Studio (Computer Graphics)

Graduation Date: May 10, 2003

Hampton University, Hampton, VA

Mass Media 1998-1999

{TECHNICAL SKILLS}

Software

Adobe Photoshop

Adobe Illustrator

Adobe In Design

QuarkXPress

Flash

Wordpress

HTML

Dreamweaver

Flash

CSS

Microsoft Office

Operational

Comfortable with Mac or PC platforms.

Strong troubleshooting skills

Familiar with cross-browser and cross-platform issues.

Knowledge of best SEO practices.

Digital Strategy experience.

Excellent clerical and communication skills.

{ORGANIZATIONS}

Alpha Kappa Alpha Sorority, Inc. – Epsilon Omega Chapter

References available upon request.