



**Thomas R. Rouse**

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## Career Objective

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Thirteen years as a creative web/interactive designer servicing such national and international clients as AstraZeneca, Bank of America, Church & Dwight, Goebel North America, Merrill Lynch and the Philadelphia Eagles, as well as professional associations such as the Allied Institute of Architects, Society of Professional Engineers, Travel Industry Association, and Hotel & Lodging Association, has developed and honed my professional skills in the following areas:

- Conceiving business and brand building strategic designs
- Coordinating strategy development with clients, executive teams, and vendors
- Leading the creative direction of graphic designs for web, print, and interactive mediums
- Ensuring consistent brand integrity across all design executions
- Managing production of multiple projects simultaneously
- Extending client relations and assisting with creative efforts for new business development

I constantly strive for complete customer satisfaction and have a strong work ethic, which supports my creative abilities and project management experience.

## Experience

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- \* Lead Developer – **Bank of America Merrill Lynch**, GWIM Digital Marketing  
1700 Merrill Lynch Boulevard, Pennington, NJ 08534-0010  
Director: Thom Kerekes  
September 2009 – Present

Lead Developer in the Digital Marketing group of Merrill Lynch's Global Wealth Management Marketing Department, servicing various clients' digital needs from conception to delivery. Responsible to: act as a liaison between business partners and outside marketing vendors, as well as between said vendors and our in-house technology team, editorial staff, and legal department; manage workflow between in-house team of designers and developers, working hands-on, at times, to meet planned deadlines and objectives; develop innovative "proof-of-concepts" to share with our technology team or outside vendors when new, cutting-edge challenges are presented by business partners.

- \* Assistant Vice President – **Merrill Lynch, Office of General Counsel**, Business Management  
1500 Merrill Lynch Boulevard, Pennington, NJ 08534-0010  
Director: Robert Hennessy  
June 2007 – May 2009

Manage and oversee electronic communication vehicles for Merrill Lynch's Office of General Counsel. Coordinate with content managers via SharePoint for website creation, electronic communications, behavior tracking and general reporting. Act as a liaison between office administrators and technology teams to deliver on various business requirements. Act in Administration role for various technologies including SharePoint, ATLAS and Outside Counsel Request system. Organize and conduct meetings, training and demonstrations for various initiatives, projects and deliverables.

## Experience

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\* **Flash Designer - Ferrara & Company**

[The Creative Group, A Robert Half International Company Consultant]  
Princeton, New Jersey  
May 2007 – July 2007

Design, develop and deploy Flash-based sales materials for Fortune 500 companies. Construct point roll and banner files using HTML and Flash to introduce user interactivity into online advertising campaigns. Produce multiple design concepts and prototypes for various marketing initiatives.

\* **UI Designer - Patient Marketing Group**

[The Creative Group, A Robert Half International Company Consultant]  
Princeton, New Jersey  
January 2007 - April 2007

Work directly with creative director, writers, strategists, and account management developing strategic recommendations to compliment best practices in interface design, and information architecture. Design and art direct interactive and traditional web portals for pharmaceutical, healthcare and private industry companies.

\* **UI/Flash Designer - Creative Strategies Group**

[The Creative Group, A Robert Half International Company Consultant]  
Newtown, Pennsylvania  
November 2006 - January 2007

Work directly with creative director and account management developing best practices in interface design, and information architecture. Design and art direct interactive and traditional web portals for private industry company using Photoshop CS2 and Flash 8.

\* **Graphic Artist - MediMedia USA**

[The Creative Group, A Robert Half International Company Consultant]  
Yardley, Pennsylvania  
October - November 2007

Work directly with creative director providing creative solutions for converting traditional print communications to online media. Design and develop digital versions for distribution of already existing hard copy publications.

\* **eMarketing Manager - Goebel Marketing Corporation**

Goebel Plaza, PO Box 10, Pennington, NJ 08534-0010  
Director: Carrie Kulak  
March 2006 – May 2007

Act as a liaison between the sales and marketing teams. Develop and manage Goebel's Internet online marketing efforts and monitor their effectiveness by collaborating with internal and external resources. Promote the brand Web site through promotional email marketing, search engine optimization and marketing. Analyze the effectiveness of electronic and print marketing initiatives and promotions. Implement and execute on-line media campaigns and monitor the results. Support the development of content and various online marketing initiatives with content updates and product merchandising. Manage company image library.

## Experience

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- \* Director of Communications – **Public Strategies Impact, LLC**  
414 River View Plaza, Trenton, NJ, 609.393.7799  
Executive Director: Joseph A. Simonetta, CAE  
March 1998 – March 2006  
Responsibilities:  
Director of Communications / Publications for listed professional Associations
  - \* The New Jersey Society of Architects
  - \* New Jersey Society of Professional Engineers [<http://www.njspe.org/>]
  - \* New Jersey Society of Municipal Engineers [<http://www.njsme.org/>]
  - \* Opticians Association of New Jersey [<http://www.oanj.org/>]
  - \* New Jersey Travel Industry Association [<http://www.njtia.org/>]
  - \* New Jersey Hotel & Lodging Association [<http://www.njhla.com/>]
  - \* New Jersey Coalition of Design Professionals
  - \* American Society of Landscape Architects - New Jersey Chapter
  
- \* Graphic Artist - **Trentonian/The Weekly Saver**, 600 Perry Street, Trenton, NJ, 609.989.7800  
Supervisor: Daniel V. Marcellis  
September 1997 - January 1999

## Special Skills

Knowledge and Understanding of:

- o Macintosh (OS X.7) and/or PC (Windows '98, NT, Vista)
  - Adobe Dreamweaver**      **Adobe Illustrator**      SharePoint Server 2007
  - Adobe Flash**            **Adobe Photoshop**      Word
  - Adobe Fireworks          Adobe Pagemaker      PowerPoint
  - Adobe Freehand          Adobe PageMill          Excel
  - Adobe InDesign**          Quark XPress 6.0
- o HTML coding / debugging, W3C validation
- o CSS, jQuery, JavaScript, ActionScript, XML, ASP, DHTML, PHP, SQL
- o Animation (.swf, .gif, .mov, .avi)

## Education

- \* 1987 Graduate - **Hamilton High School West** - Trenton, New Jersey
- \* Computer Graphics Courses - **Mercer County College** - West Windsor Campus  
Advertising Design I, II; Computer Animation I, II; Computer Art 2-D, 3-D; Multimedia
- \* Continuing Education Certificates – **New Horizons Learning Center**, Princeton New Jersey

## Professional Affiliations

- \* Founding President / Chairman of the Board - **Fans Helping Fans**  
[www.fanshelpingfans.org](http://www.fanshelpingfans.org)  
501(c)3 Charity to benefit fans of the Philadelphia Eagles in financial crisis  
P.O. Box 15894, Philadelphia, PA 19103  
May 2004 – August 2007

Professional and personal references furnished upon request