



## Daniel Gilhooly / Creative Director

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### Creative Summary

#### White Picket Media LLC / Chicago, Illinois

(DBA: [Kitchens.com](http://Kitchens.com), [iBaths.com](http://iBaths.com), [Cabinets.com](http://Cabinets.com), [Yazzle.com](http://Yazzle.com))

#### Creative Director

**June 2008–October 2014**

- Independently managed the entire migration and design of [Kitchens.com](http://Kitchens.com) to a new CMS site, Joomla.
- Acted as cross browser QA administrator for brand sites.
- Developed SEO standards and guidelines for brand sites.
- Devised and implemented robust E-mail marketing strategies for [Kitchens.com](http://Kitchens.com).
- Collected and reported Google analytics data for internal review as well as for national advertising partners.
- Solely designed a new business venture site, [Yazzle.com](http://Yazzle.com) (*currently offline*), in 2013.
- Acted as lead content strategist for project development related to our brand sites.
- Planned, scheduled, and implemented all design and multimedia projects for [Kitchens.com](http://Kitchens.com).
- Managed social media accounts for [Kitchens.com](http://Kitchens.com), including Facebook, Pinterest, and Twitter.
- Directed design team for production of all sales support collateral to assist the national sales director.
- Worked directly with the national sales director to reach potential advertising partners with custom proposals resulting in online advertising revenues increasing year after year.
- Consulted directly with leading advertising agencies to create effective digital marketing and advertorial campaigns for clients in the kitchen and housewares arena, including Whirlpool, GE, Electrolux, Kraftmaid, and Wilsonart.
- Assisted editorial team in the creation of special advertorial solutions for national advertising partners including sweepstakes, contests, and engaging multimedia editorial features.
- Documented internal brand standards guide and best practices to ensure cohesiveness across our brand sites.
- Responsible for interviewing, hiring, and reviewing performance for design team members.
- Managed the creation of all UI designs, lead design team to implement all UI deliverables and UX specifications.
- Lead internal design and editorial teams in the creation of two sister sites: [iBaths.com](http://iBaths.com) (*currently offline*) and [Cabinets.com](http://Cabinets.com) (*currently offline*).
- Defined, developed, and oversaw the strategic, creative re-branding of [Kitchens.com](http://Kitchens.com) as an online publisher of information and inspiration for homeowners seeking kitchen remodeling and design information, which led to an increase in site traffic, reaching over 54 million page views annually.

#### Senior Web Designer/Digital Marketing Director

**April 2003–June 2008**

- Designed, developed, and constructed an additional 50 small business websites.
- Lead design team in effectively expediting web development time to increase performance and sales.
- Hired and managed additional design staff to support internal sales growth.
- Consulted with new clients in the development of their small business websites to establish a strong online presence.
- Worked directly with the national sales director to develop effective sales collateral to reach expanding markets.
- Developed and executed multiple print and digital marketing efforts to enhance brand visibility in the kitchen and bath industry.

#### Web Designer

**October 2000–April 2003**

- Managed the design, development, and construction of over 75 small business websites.
- Worked effectively with tight deadlines to increase website production and overall sales.
- Assisted the national sales director in developing marketing materials and sales support collateral to further expand outside sales.
- Effectively implemented best SEO practices to increase visibility on all websites developed.

SBC Communications Inc. (AT&T) / Chicago, Illinois

Senior Designer

July 1997–October 2000

- Designed sales collateral for SBC Communication’s Yellow Pages marketing division.

SmithBucklin & Associates (API Publishing Services LLC) / Chicago, Illinois

Designer

January 1996–July 1997

- Designed conference support literature and internal marketing collateral for more than sixty-five national associations.

Graphic-Link, Inc. / Chicago, Illinois

Intern/Designer

November 1992–January 1996

- Supported small print design firm with design, production, and pre-flighting.

Education

Illinois State University  
Bachelor of Arts and Science  
Visual Communications Major

Oakton Community College  
Associates in Liberal Arts

Professional Development

Lynda.com  
HTML 5  
CSS 3  
Adobe Developer Connection

Groups and Organizations

Big Brothers Big Sisters of Chicago  
March 2012–Present

Technical Knowledge

Adobe Creative Suite  
Adobe Photoshop CS5  
Adobe Illustrator CS5  
Adobe InDesign CS5  
Adobe Premier Pro CS5  
Adobe Dreamweaver CS5  
Adobe Flash CS5  
Acrobat Professional 8  
Google Web Designer  
Microsoft Expression  
Microsoft Office  
HTML 5  
CSS 3  
Javascript  
Front Page  
Ektron  
Joomla  
Mail Chimp

Skills & Expertise

Art Direction  
Web Design  
UI/UX Design  
Rich Media Design  
SEO Strategy  
E-mail Marketing  
Content Strategy  
Digital Ad Delivery Systems  
Content Management Systems  
Print Design  
Pre-Flighting/Press Check  
Branding and Identity  
Google Analytics  
Social Media Management  
Integrated Marketing  
Copywriting  
Team Building



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