



Daniel Gilhooly / Creative Director

4441 N. Beacon St., Unit 3B
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Creative Summary

White Picket Media LLC / Chicago, Illinois

(DBA: Kitchens.com, iBaths.com, Cabinets.com, Yazzle.com)

Creative Director

June 2008–October 2014

- Independently managed the entire migration and design of 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.
- 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 (*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.
- Managed social media accounts for 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 (*currently offline*) and Cabinets.com (*currently offline*).
- Defined, developed, and oversaw the strategic, creative re-branding of 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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