



Gregory J. Vennerholm
4932 Tayport Avenue
Grove City, Ohio 43123
614.226.4022 ph
venny@mac.com

LinkedIn Profile
www.linkedin.com/in/venny

Resource Interactive

Art Director (2007 - 2008)

During my second tour at Resource, my energy was focused on projects for the **Scotts Miracle-Gro Company**. The Scotts engagement was the single largest account for Resource in 2007, and was under my design leadership for the duration.

Our primary challenges were to integrate Scotts' family of strong, individual brands into a single cohesive website, and to combine voluminous existing content with new community-driven elements. Resource transitioned Scotts' web properties from a ColdFusion environment into an ATG platform, all while implementing Pluck functionality to introduce the community content. It was one of the most complex programs ever managed by Resource in terms of content scale, brand sensitivity, and technical complexity.

During the overall Scotts redesign, I also managed several online advertising projects for the **Miracle-Gro, Ortho, and Turfbuilder** brands. One highlight of the campaigns was the use of PointRoll for rich-media banners, which allowed customers to upload photos of their yards and gardens to community galleries — using only the banner. This unique (and very user-friendly) feature was a first for Miracle-Gro as well as Resource.

Over the course of this work, I managed vendors ranging from local contractors to off-shore developers in Costa Rica and India. Collaboration across the dateline became a daily necessity as we worked to meet very aggressive deadlines.

EC Next

Creative Services Manager (2005 - 2007)

EC Next helps leading business information providers monetize content and distribute it via Google and other popular search engines. By raising the profile of content in search results (typically to within the first page of results), and making that content easy to purchase, EC Next helps drive content sales and subscriptions — through its own branded portal (Manta), or through its client sites (such as **Thomson-Gale, The Economist, McGraw-Hill**, and many others).

My responsibility at EC Next was to manage all aspects of visual design for the **Manta.com** portal and for custom-made client sales sites. In addition to delivering attractive, contemporary interface design, my real challenge was to enhance those designs by maximizing every SEO and SEM principle possible. Finding unique ways to stay ahead of the search curve, while keeping the sites fresh and inviting, kept me on my toes.

I also worked closely with vendors based in Columbus and Bulgaria to find new ways to get work done efficiently while living within modest budgets.

PurposeCreative

Principal (2003 - present)

In addition to my full-time work, I have provided independent web design and communication consulting to a number of businesses and ministry-related organizations.

Most recently, I've worked with **MarriageToday With Jimmy and Karen Evans**, a national television ministry focused on strengthening marriages. Following my redesign of the ministry's primary website, Pastor Evans commented, "It's one of the finest experiences I've been through, with wonderful results."

I'm equally proud of my work with **Oneighty**, one of the nation's largest and most forward-thinking youth ministries. I designed several of its special-event websites, and was a featured speaker at several of its annual national conferences. Oneighty's mantra is "be relevant or be obsolete," and it relies on design to achieve the former.

My business clients have ranged from building and architecture firms to governmental agencies and entrepreneurs. In the past two years, I designed websites for one of central Ohio's best known commercial builders (**Ruscilli Construction**) one of region's the largest developers of church facilities (**McKnight Group**), and one of its most promising small firms (**Craig Murdick Architecture**). I provided art direction for the **Ohio Division of Wildlife's** highly popular, community-based online photo gallery, and site design for the **Schoedinger** family's innovative Funeral Choices concept. Other projects included site design for **Dawson Resources, Sparkspace, Perfect Plate Catering**, and many other popular local and regional brands.

TenlResource (now Resource Interactive)

Associate Creative Director (1999 - 2004)

As an ACD, I brought creative guidance to design teams while keeping an eye on the overall vision of a client's needs. I helped with an award-winning redesign of the **Burton Snowboards** consumer site, a re-launch of **The Limited, Inc.**'s investor relations site, and two redesigns of the **Intimate Brands, Inc.** investor relations site. In addition to consumer-level communications, I also lead creative development for The Limited, Inc./Intimate Brands, Inc. corporate intranet, an enterprise-wide communication tool for Limited associates worldwide.

Other projects included directing creative for **Ford Motor Co.**'s THINK Mobility sites, which offered content display in several languages; many parts of the **HP** online experience; public and internal sites for **SafeLite Autoglass**; and several projects for **Ross Laboratories**, including concept work for **FactPlus, ProSure**, and the Ross Learning Center, a continuing education platform.

I also managed creative direction of the **Wendy's International** account, which included the company's extensive corporate intranet and the award-winning Dave Thomas Legacy site.

Huffy Bicycle Company

Manager, Digital Technology, Design Center (1997 - 1999)

Huffy Bikes lacked a strategy for its web presence and overlooked business synergies related to Internet technologies. My role was multi-faceted: team leader, strategist, design director, and vendor liaison. Additionally, I co-directed an intra-company Internet Task Force, a forum for identifying synergies among all of the Huffy companies.

While at Huffy, I lead the redevelopment of its website and led implementation of several new features to the site. With brand awareness already at 97% nationally, Huffy's objective was to solidify the site as the family bicycling resource. This work resulted in a five-fold increase in traffic and seven-fold increase in time spent (per session) at their site.

Nova Creative Group, Inc.

Associate Creative Director (1995 - 1997)

Leader, encourager, and, when necessary, opposition advocate. These were just a few of the roles an Associate Creative Director with Nova needed to play. I was entrusted with national direct marketing projects for ESPN2, Nickelodeon, Marcus Cable, MediaOne, Frazee Pavilion, and Coaxial Communications that included direct mail, advertising, print collateral, and television commercials.

Visual Marketing Associates, Inc.

Senior Designer (1989 - 1995)

Servicing high-visibility sports and leisure clients required nothing short of perfection. Every detail, from concept through final production (including pre-press production), was my responsibility, and VMA was a fine place to hone my skills.

Work with product identity, consumer packaging, print collateral, environmental display and corporate communication for clients such as Bauer Inline Skates, CompuServe, InGear, Paramount Theme Parks, Huff Corporation, and Char-Broil gave ample opportunity to study, in a practical way, a broad range of communication styles.

Portfolio examples are provided in a separate document.