

Experience & Education

January 2008 - Present

Hearst Autos

(A division of Hearst Magazines),
San Francisco, CA
Director, Ad Technology

January 1998 - January 2014

Sym Labs, Inc., Lafayette, CO
Interactive/Creative Contractor

October 2007 - January 2008

Sym Labs, Inc., Lincoln, NE
Interactive/Creative

June 1997 - October 2007

Digital IMS, Lincoln, NE
Director of Creative Services

May 1995 - June 1997

Sterling Communications, Lincoln, NE
Art Director/Production Manager

1994 (Summer)

AdEdge, Inc., Lincoln, NE
Graphic Designer

1993 - 1995

AlphaGraphics

Printshops of the Future, Lincoln, NE
LazerGraphics Specialist
(Graphic Designer & Production)

December 1992

Bachelor of Science Degree,
University of Nebraska - Lincoln
Major in Advertising, Minors in
Marketing, Psychology, and English

1011 College Avenue
Alameda, California 94501
402.770.5001
jeffrey@delongnet.com

Jeffrey L. DeLong

Objective

To excel in a company whose passion for creativity and excellence is equal to my own. My diverse background along with strong leadership and communication skills afford me the resources to manage projects from concept to completion. I thrive in a fast-paced environment and am driven when I can help take a company and their clients to the next level.

Experience & Responsibilities

Management

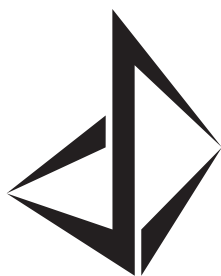
- Managed and staffed teams between two to 15 members.
- Direct daily client contact.
- Hands-on oversight and direction for overall communication and strategy.
- Assess new trends in skill sets and adjust department accordingly.
- Coordinate education of team members through training and best practices.
- Create, evaluate, and enforce processes both in workflow and output.
- Manage and negotiate outsourced vendors.
- Maintain and analyze budgets.
- Consult and collaborate with all departments.

Creative

- Design, program, and maintain agency and client websites.
- User-Experience/User-Interface conception and development.
- Understand and advocate for brand consistency, strong consumer value propositions and best creative techniques.
- Lead overall conception of creative direction for agency and clients.
- Concept and design agency and client advertising and marketing collateral.
- Concept, design and implement social media strategies.
- Concept and configure search engine marketing campaigns and optimization.
- Work with Account Managers and Sales Executives on proposals.
- Interface with prospects to provide creative and technical sales assistance.
- Script, shoot, and edit video projects.

Technical

- Proficiency in design, layout and video editing programs, including, but not limited to, Adobe Creative Cloud, etc.
- HTML, XML, CSS, PHP, Javascript, React, Angular, Node.
- Database design, development and integration.
- Proficiency in standards-based web development, object-oriented design, various development frameworks and UX/UI development.
- Setup, API integration and implementation of, but not limited to, Google Ad Manager, Google Analytics, and proprietary tracking solutions.
- Setup and management of Amazon Web Services (AWS) Cloud infrastructure for efficiency and scalability.
- Installation and management of LAMP systems.
- Multiple computer platforms, including macOS, Windows and Linux.
- Install, upgrade, maintain, and advise on purchase of all Apple hardware and software.



Jeffrey L. DeLong

Organizations

- 2015 – Present - San Francisco Bay Area Innovation Group - Board of Governors
- 2003 – 2014 - American Advertising Federation - National ADDY Committee Vice Chair, Technology
- 2008 – Present - San Francisco Bay Area Innovation Group (sfBIG) - Communications Committee
- 2008 – Present - AAF Greater San Francisco Area - Member
- 2000 – 2007 - 9th District American Advertising Federation - Board of Directors
- 1997 – 2006 - Advertising Federation of Lincoln - Board of Directors
- 2003 – 2007 - Saint Paul United Methodist Church - Communications Committee
- 1998 – Present - University of Nebraska Band Alumni Association - Board of Directors
- 2006 – 2007 - Autism Family Network - Member

Awards & Recognition

- 2019 Hearst Spotlight Award
- 2017 Hearst Autos First Mover Award
- 2015 AAF Barton A. Cummings Gold Medal Award
- 2009 AAF Silver Medal recipient for the Advertising Federation of Lincoln
- 2009 AAF Silver Medal recipient for AAF District 9, serving Missouri, Iowa, Nebraska and Kansas
- 2005 AAF National Club Achievement, 1st Place in Club Management
- 2003 M.I.N.K Award recipient for AAF District 9 for outstanding contributions to the district
- 2003 Ad Pro of the Year recipient for the Advertising Federation of Lincoln
- 1999 AAF National Club Achievement, 1st Place in Communications

References

- **Peter Nanjo**
Head of Technology
Martini Media
415 Brannan
San Francisco, CA 94107
415-260-3486
pnanjo@yahoo.com
- **Jay Wilkinson**
President / CEO
Firespring (formerly Digital IMS)
1200 N Street, Suite 100
Lincoln, NE 68508
402-437-0100
jay.wilkinson@firespring.com

- **Joanne Schecter**
Executive Vice President
American Advertising Federation
1101 Vermont Ave NW, Suite 500
Washington, D.C. 20005
702-463-1581 (work)
240-372-7956 (mobile)
jschecter@aaf.org
- **Dave Briggs**
President
Sym Labs, Inc.
1939 Stonehenge Drive
Lafayette, CO 80026
402-328-8747
briggs@sym-labs.com

1011 College Avenue
Alameda, California 94501
402.770.5001
jeffrey@delongnet.com