Aaron Lademann

INNOVATOR | DESIGNER | LEADER

573.356.0456
aaron.lademann@gmail.com

Profile

Creative leader with 9 years of experience successfully building and managing diverse creative teams and providing business direction that forges a path for teams to have fun producing innovative and profitable results.

Consummate innovator and passionate designer with a keen ability to define, develop, and implement stunning web properties, user interfaces and product marketing / brand building strategies.

Exceptional communicator capable of quickly identifying and addressing business needs with a relentless work-ethic and a unique blend of marketing, branding, design, development and analytical skills.

Specialties

Leadership
I am passionate about servant leadership & have experienced its rewards as I helped my teams grow as people & professionals.

Creativity
My brand of creativity is more than pretty pictures; it is the means by which my teams and I meet complex challenges head-on.

Insight
I provide a unique blend of business, technical & creative talents to identify synergies that cross many departments or disciplines.

Experience

Creative Director
07 / 2009 – 03 / 2012

Fpweb.net LC | The world leader in SharePoint hosting services

Manage the Web Services and Marketing departments by fostering a team environment that cultivates innovation and empowers individuals to take creative chances without fear of failure. Demonstrate servant leadership by providing hands on assistance in all phases of project management, marketing campaigns and concept development.

Responsibilities
- Provide creative direction to ensure brand consistency across all web, marketing & sales initiatives
- Formulate strategic direction for the company as a member of the Board of Directors
- Determine long-term department goals based on relevant KPIs and team velocity
- Optimize performance of web and Marketing teams by providing consistent rewards & recognition
- Utilize web analytics & usability testing to increase the quality & quantity of sales leads
- Oversee the daily management of thousands of pages of online content for internal and external customers

Key Accomplishments
- Reinvented the Fpweb.net brand with a total identity and Web site transformation
- Company Revenue grew over 160% in the three years following the brand transformation
- Increased online organic sales conversions by over 400%
- Improved Fpweb.net visitor traffic by over 63%
- Oversaw department growth of over 150% three consecutive years

Web Services Director

09 / 2008 – 07 / 2009

Fpweb.net LC | *The world leader in SharePoint hosting services*

Recruit, develop and manage a diverse team of Front-End UI and Back-End .NET Developers. Foster a team environment that cultivates innovation by consistently pushing the envelope and empowering individuals to take chances without fear of failure. Generate and maintain excitement and intrigue in target markets using social media and effective e-commerce Web sites.

Web Interface Designer & Developer

04 / 2008 – 09 / 2008

Fpweb.net LC | *The world leader in SharePoint hosting services*

Responsibilities

- Lead the interface design / webmaster efforts for Fpweb.net
- Landing page optimization and headline testing
- Manage source control and drive quality control for a 300+ page dynamic ASP Web site

Key Accomplishments

- Awarded the company's highest honor in my third month of employment
- Promoted to department head after only five months – ahead of individuals with longer tenures

Web Specialist & Art Director

04 / 2007 – 04 / 2008

Mercy Health System | *One of America's largest private non-profit health systems*

Planning, developing and managing all internal Web communications for six intranet sites within a multi-billion dollar corporation and its five umbrella entities. Provide expertise and guidance to top executives in identifying and implementing Web-based solutions in support of business needs.

Manage dozens of Web site contributors by providing customized, dynamic Stellent fragment and layouts, and enterprise cascading stylesheets. Provide creative direction for all corporate brands and external marketing materials, and manage the work of vendors and freelance designers.

Responsibilities

- Plan, develop and manage all Web interaction and communication within the corporation
- Utilize a Stellent™ content management system to organize four internal intranet Web sites
- Provide guidance to executives in identifying and implementing Web solutions in support of business needs
- Provide creative direction to enhance public-facing marketing efforts and brand consistency

Key Accomplishments

- Developed a physician intranet site to facilitate interaction and communication between thousands of Mercy doctors, helping to increase adaptation of a new five-billion dollar EHR system.
- Designed a new corporate branding strategy to align the visual treatments of all logos and symbols used throughout numerous umbrella corporations within the health system.

Web Designer & Developer

09 / 2006 – 04 / 2007

Network Solutions | *The original domain name registrar*

Responsibilities

- Design, develop and implement effective Web interfaces using CSS/HTML
- Determine and manage project time lines, and handle a workload of up to ten clients at once
- Perform user requirements gathering, prototyping, interface & graphic design, and SEO/PPC optimization

Key Accomplishments

- Nominated for designer of the month three times, and won the award during my second month on the team

Technical Support Representative

08 / 2006 – 09 / 2006

Network Solutions | *The original domain name registrar*

Utilized my expertise within the MonsterCommerce (now Network Solutions) E-Commerce Shopping Cart Application to assist customers with troubleshooting and site setup procedures.

During my short time in this position before being promoted to Web Designer, I consistently exceeded call-time and call-volume goals.

Design Intern

06 / 2006 – 08 / 2006

MonsterCommerce | *A Network Solutions Company*

Responsibilities

- Work with a team of interns from various backgrounds to plan, develop & launch a successful online venture
- Personally responsible for brand development, interface design, user studies and usability enhancements
- Develop a twenty-five page guide to accompany our business plan for prospective VC investors

Key Accomplishments

- Rewarded with a full-time position within the company following the internship

Graphic Designer & Production Supervisor

05 / 2002 – 05 / 2006

Signs Now, Inc. | *An industry pioneer in professional graphics solutions*

Responsibilities

- Turn client visions into effective brand identities through various traditional media
- Train & supervise three production associates to ensure quality output on all finished media
- Plan & execute large-scale on-site installations, keeping them within scope and budget
- Operate small and large format ink jet/heat transfer printing & lamination equipment
- Implement standards and provide quality-assurance for all pre-press color standards and equipment calibration methods

Education

Computer Information Systems

08 / 2003 – 12 / 2006

Columbia College | *Private College accredited by the higher learning commission*

- Graduated Cum Laude with a 3.64 GPA
- Bachelor of Science in CIS with a Minor in Business Administration

Computer Graphics Technology

08 / 2000 – 08 / 2002

Purdue University | *One of the most prestigious CG programs in the world*

- Studied 3D animation, textures, lighting methods and advanced typography

Skills & Tools

Creative Direction & Graphic Design

Skills

- Web Design & Layout
- Print Design & Layout
- Brand Management & Transformation
- Identity Design (Logo, Letterhead, etc.)
- Typography
- Tradeshow Presence & Booth Design
- Ad Concept, Content & Headline Creation

Tools / Equipment

- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- Large-format printing equipment
- Print media textures, lighting, finishing
- Post-production media tools

Web App Development & UI Design

Skills

- Responsive Web Design
- User Interface Design
- Usability Analysis & Testing
- Landing Page Optimization
- Multivariate & A/B Testing
- Git / Github Source Control
- WordPress Customization
- Windows / Windows Server
- Rapid/Paper Prototyping
- SQL Scripting

Tools / Equipment

- CSS / CSS3
- XHTML / HTML5
- Visual Studio, Adobe Dreamweaver
- Balsamiq Mockups
- SASS / Compass Framework
- JavaScript / jQuery
- ASP, ASP.NET / .NET MVC / PHP
- IIS / Apache / MS SQL Server
- Windows PowerShell Scripting
- AgileZen, TeamCity Build Management

Leadership, Marketing & Communication

Skills

- Digital Marketing / Digital Strategy
- Web Analytics / SEO Analysis
- Loyalty Marketing / Customer Retention
- Social Media Marketing / Metrics
- Copy Editing / Copywriting
- E-Commerce / Product Strategy
- Requirements Extraction / Gathering
- Agile Project Management
- Servant Leadership & Team Building

Tools / Equipment

- Google Analytics
- MS Office Excel
- Excel Data Sources
- MS Office Outlook
- Outlook Calendar / Task Mgmt.
- MS Office Word
- MS SharePoint Administration
- MS Office PowerPoint
- MS Office Visio

References

Tom Brauch

linkedin.com/tombrauch

Managed Aaron *as the President of Fpweb.net*

In our time at Fpweb.net, Aaron single-handedly transformed a company brand that was completely unknown into the strongest worldwide brand in the hosting industry, second only to perhaps Rackspace and Microsoft. Aaron's rare natural leadership abilities combined with his impeccable sense of design and brand strategy resulted in revenues tripling during his time as Creative Director – leading both the Web Services and Marketing Teams.

Aaron possesses a rare combination of skills that go far beyond just 'creative'. He also demonstrates incredible business savvy and has an uncanny ability to focus on the 'big picture', elevating his team and entire company to new heights. He understands that the single most important goal of any web site or marketing effort – is to increase profitability by demonstrating consistent ROI.

In the end, and most importantly – Aaron understands that above all, it's about people and relationships. His team gave him 100% trust and respect because he truly led by example and empowered them to use their considerable talents to deliver business value. Year after year during peer reviews and reviews given by his direct reports, he scored off the charts in leadership style, communication, job knowledge, work ethic and management abilities.

Aaron's only fault was that he could do so many things well and was always eager to do anything asked of him. This made it hard to limit what projects we put on his plate. Often times the answer to a business problem, marketing or otherwise – was to just give it to Aaron since we knew he would somehow manage it all and knock it out of the park.

Aaron will be an asset to an organization looking to make huge leaps forward with their marketing, brand, web site, web app or business process design efforts.

Ellie Rodgers

linkedin.com/ellierodgers

Managed by Aaron *as Marketing Coordinator at Fpweb.net*

My recommendation of Aaron comes from the many different facets in which I worked with him, first as a boss then as a peer, always as a mentor. Aaron has single handedly created a world class brand from scratch and I have been lucky to have been able to learn from the example he has set.

His management style is unparalleled in my experience. His effortless way of placing the utmost value on relationships within departments created a camaraderie that shifted the entire company culture at Fpweb.net.

Aaron's leadership abilities are only slightly outshined by his talents and creative thinking in graphic design, web development, branding, and all areas of marketing. Whether it be working with Aaron as he designed a two story exhibit booth, developing new slogans on a dime, or reworking entire sites in an afternoon, he always left me inspired.

I truly hope to have the opportunity to work with Aaron again in the future.

Mark Borcherding

linkedin.com/markborcherding

Managed by Aaron as Lead .Net Developer at Fpweb.net

I've never worked with someone with greater ability to attack problems and produce results. Aaron's hunger to tackle whatever problem is asked of him is second to none.

I've seen Aaron excel at anything he's given, whether it is transforming a brand's web presence from unknown to superstar, or translating financial information from reams of numbers to useful information.

Aaron has strong leadership instincts. He guides when the team needs guidance and stays hands off when the team is excelling on its own. Aaron would be an amazing asset to any organization.

Peter Cartier

linkedin.com/petercartier

Managed by Aaron as Senior Copywriter at Fpweb.net

I had the pleasure of working with Aaron while he was the Creative Director at Fpweb.net.

Between his direction, unimposing authority and sense of humor, I quickly adapted to this fast-paced, often stressful work environment knowing that I had his support.

Aaron possesses the rare, must-have quality for a director: he is able to lead a team that respects and works hard for him while he simultaneously produces innovative, fresh work himself. His natural, creative talent allows him to excel at a variety of different projects, while using a variety of mediums to create each project.

Aaron's creativity bled into every department. His leadership, talent, and work-ethic showed in his pride for the company's image. This led him to lend his creative services to each team within the company to make sure there was a uniform brand. Aaron was able to successfully balance the additional work-load with quality, impressive results. He can always be counted on to stick with a project until the polished end result.

Aaron's personality and portfolio speak for themselves. Meet him and you'll see.

Chris Schwab

linkedin.com/chrisschwab

Worked with Aaron as SharePoint Eng. Director at Fpweb.net

Aaron is simply one of the best people I have ever had the pleasure of working with. His natural leadership skills are remarkable, making him a fantastic manager. He has leveraged those skills on the Fpweb.net leadership team by providing company vision and helping Fpweb.net navigate through multiple years of success.

He has used his considerable creative skills to create the Fpweb.net brand, and to create a world class website. He never hesitates to take on a new challenge and always takes the initiative to speak out when needed. I am confident that Aaron would excel in any role he chooses to take on.