

# THAD PARMENTER

Graphic and Web Designer

## PROFILE

Highly creative design professional with 20+ years experience in graphic and web design. I am well versed in Adobe Creative Suite, website design and management, email marketing, branding and identity development, several e-commerce platforms, and have a solid background in print design and production.

## WORK EXPERIENCE

### Senior Designer

Sterngold Dental - Attleboro, MA

October 2022 - Present

- Designed trade show graphics, signage, catalogs and print collateral for all Sterngold restorative dental products.
- Manages the day to day operation of the company e-commerce website on the Magento platform.
- Built and executed successful email marketing campaigns to promote Sterngold's continuing education courses, events, and new product launches. Maintained email subscriber lists, delivered relevant leads to inside sales department.

### Graphic and Web Designer

Specialty Commerce Corp. - West Bridgewater, MA

January 2021 - October 2022

- Designed digital assets across 3 brands: Paula Young, Especially Yours, and Wig.com.
- Scheduled and tested weekly promotional online, email, and sms campaigns.

### Senior Web Designer

Mats Inc. - Stoughton, MA

August 2016 - June 2020

- Managed the replatforming of the Mats Inc. website from Magento 1 to Magento 2. Completed project on time and under budget.
- Collaborated with marketing and product management teams on all new product launches. Designed and built product specific landing pages and AdWords campaigns which generated hundreds of leads for our inside sales department.
- Ensured all product images, information, and technical documents on the company websites were up to date.
- SEO lead on technical analysis, keyword research, page optimization, competitive analysis, and reporting for the Mats Inc. corporate website and microsities.

## CONTACT

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- 📍 207 Tremont St. Taunton, MA
- 🌐 www.parmenterdesign.com

## EDUCATION

### Bachelor of Fine Arts (BFA)

New England School of Art and Design at Suffolk University  
Boston, MA

## SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Premier Pro)
- HTML / CSS
- Bootstrap
- Magento
- WordPress
- Search Engine Optimization (SEO)
- Product Photography
- Photo Editing
- Project Management
- Typography
- Branding and Marketing
- Microsoft Word / Excel
- Illustration

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## WORK EXPERIENCE

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### Digital Designer

Partylite - Plymouth, MA

March 2015 - August 2016

- Spearheaded the corporate website re-branding campaign for all markets. Created web banners, optimized page layouts & navigation, and developed new company branding standards.
- Responsible for the design, coding, and scheduling of email newsletters, sent to 2 million subscribers twice a week.
- Collaborated with development team to ensure company website met ADA compliance guidelines.

### Graphic and Web Designer

Cool Gear International - Plymouth, MA

March 2005 - February 2015

- Designed and managed Cool Gear's e-commerce site on the BigCommerce platform.
- Performed quality assurance of finished website including ongoing SEO maintenance, validation of web forms and links, updating product information and images, testing and troubleshooting.
- Created graphics for weekly emails, social media advertising, remarketing campaigns and e-commerce promotions.
- Designed print-ready packaging, brochures and catalogs for a wide variety of reusable water bottles and food storage products.
- Conducted in-house product photography sessions. Prepared images for printed marketing materials, optimized images for website use.
- Designed colorful graphics and patterns for application onto several lines of reusable water bottles.
- Created technical and color spec files for all Cool Gear products.
- Maintained large database of reusable company production art files and product imagery.

### Graphic Designer

Opus Design Group - Taunton, MA

February 2001 - March 2005

- Created custom ornament designs and packaging for a variety of clients, including NASA, U.S. Senate, Waterford, City of Taunton and several small organizations.
- Designed branded marketing materials, including brochures, sell sheets, logos and catalogs.

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## COURSES

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- HTML5 / CSS3  
American Graphics Institute  
Woburn, MA
- JavaScript  
American Graphics Institute  
Woburn, MA
- Web Developer Boot Camp  
Udemy Online School