

# ANTHONY CEDRONE

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## PROFESSIONAL SUMMARY

An accomplished web director and graphic designer with a record of progressive responsibility and experience in marketing, digital media, ecommerce, project management, and team building. Adept in both the creative and technical domains, with in-depth knowledge of web technologies and a passion for creating the best user experience. Possesses exceptional written and oral communication skills, as well as organizational, budget, and people management skills.

## TECHNICAL PROFILE

- Compliant HTML5, XHTML, CSS3, Bootstrap 4, and JavaScript/jQuery
- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, and Acrobat
- Content Managed Systems, WordPress, Hubspot, and Pardot
- Microsoft Office (Word, Excel, and PowerPoint), Basecamp, and Email on Acid
- Mac and Windows proficient

## EXPERIENCE

DIRECTOR, INTERACTIVE SERVICES (2013 TO PRESENT)

All Around Creative, Inc., Medford, NJ

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Provides direction and team management for a full-service advertising agency (team consists of three in-house developers and several off-site contractors). Leads the design, development, testing and launching of interactive advertising and website development projects.

Accomplishments:

- Participated in client presentations and meetings to attain new business and maintain healthy relationships.
- Worked closely with clients to create vision, conceive strong designs while consistently meeting aggressive deadlines and exact technical requirements.
- Partnered with other agency leaders and project management to continually improve processes and accountability throughout the organization.
- Created engaging, thoughtful, and sophisticated designs for a wide range of digital media and print-based deliverables.
- Created mood boards, style guides, wireframes and sitemaps in conjunction with pixel-perfect mockups and fully responsive HTML/CSS prototypes to enable rapid development of content managed websites and web applications.
- Designed and coded responsive HTML emails and web landing pages. Tested for compatibility across browsers and email clients using Email on Acid. Familiar with a variety of email marketing software.
- Developed fully integrated brands through corporate identity, coordinated websites, advertising campaigns and collateral material.
- Developed test plans and managed website launches.

## DIRECTOR OF GLOBAL WEBSITE (2007 TO 2012)

Edmund Optics, Inc., Barrington, NJ

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Responsible for the design, development, and maintenance of the corporate ecommerce websites (edmundoptics.com and anchoroptics.com).

### Accomplishments:

- Managed and motivated a technical and creative staff of application developers, content providers, and design professionals. Transitioned all development and maintenance from an inefficient outside agency to a more cost effective internal team. Expanded team from one person to an eight person global team, located strategically in Singapore, Germany, and the United States.
- Migrated site development from ColdFusion to ASP.NET to align web resources with IS department, ease challenge of finding new talent, and enhance ability to integrate third party systems including SAP.
- Partnered with global staff members and a Qualified Security Assessor (QSA) to bring sites up to Payment Card Industry (PCI) Compliance standards. Project required transition to a PCI compliant service provider, implementing Paymetric's tokenization solution, and writing the needed documentation to ensure a comprehensive and formal security program was in place.
- Managed the process of building and testing a custom online cart; included adding functionality for seven different currencies, cross-sell/up-sell capabilities, QAS address verification, and customer feedback.
- Launched refreshed edmundoptics.com site to align design with corporate brand standards, enhance navigation/search capabilities, provide additional messaging capacity, and promote Edmund Optics strong social media presence.
- Increased conversion rates and online visibility with proven track record of year-to-year growth in online sales, accounting for 65% of all revenue generated for stock products within the United States; resulting in the website surpassing the established print catalog as primary sales channel for stock products.
- Helped increase number of supported languages for the sites from six to nine languages. Instrumental in convincing core management to utilize a translation agency, easing the burden on internal resources.
- Collaborated with Marketing Directors for the creation, testing and deployment of email campaigns and HTML newsletters for existing and prospective customers.
- Liaised with all lines of business stakeholders (both domestic and overseas), regarding overall strategy, initiatives, and timelines for all web, multimedia, and interactive deliverables.

## MULTIMEDIA AND DESIGN SERVICES MANAGER (2000 TO 2007)

Sycamore Networks, Inc., Moorestown, NJ (Formerly Eastern Research, Inc.)

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Responsible for the design, development, and maintenance of the Sycamore Networks corporate website (www.sycamorenet.com) and the company's intranet site.

### Accomplishments:

- Established and maintained a cohesive corporate brand identity for print and online visual assets.
- Built Flash-based tools for sales presentations, trade show demonstrations, and product simulations.
- Conceptualized, designed, and prepared a variety of marketing and product support items including: departmental/corporate presentations, brochures, display ads, direct mailers, trade show graphics, technical bulletins, and product graphics.
- Collaborated with Marketing Director to develop concepts for online advertising, HTML email, and landing pages.
- Recruited, trained, and supervised multimedia staff.

## EDUCATION

THE UNIVERSITY OF THE ARTS, PHILADELPHIA, PA  
Bachelor of Fine Arts Degree, Illustration