

**Jim  
Kelley**

**Creative Experience**

# Summary

Jim Kelley is a nine-year veteran of e-Dialog and has played an integral role in building an award-winning creative services team. He provides tactical and technical advice to designers, marketers and HTML coders and helps develop the long-term vision of the department. A designer since 1995, Jim has over 15 years of experience in the field.

- **Email Design Examples**  
A pioneer in email marketing design & development, let me highlight some great work I created and/or oversaw.
- **Thought Leadership**  
From blog articles, interviews, case studies, critiques and robust documentation; I've been selling "best practices" and expertise in the industry for years.
- **Excellence in Client Service**  
Treating clients as #1 and helping in all ways I can, I've represented many world renown brands such as:

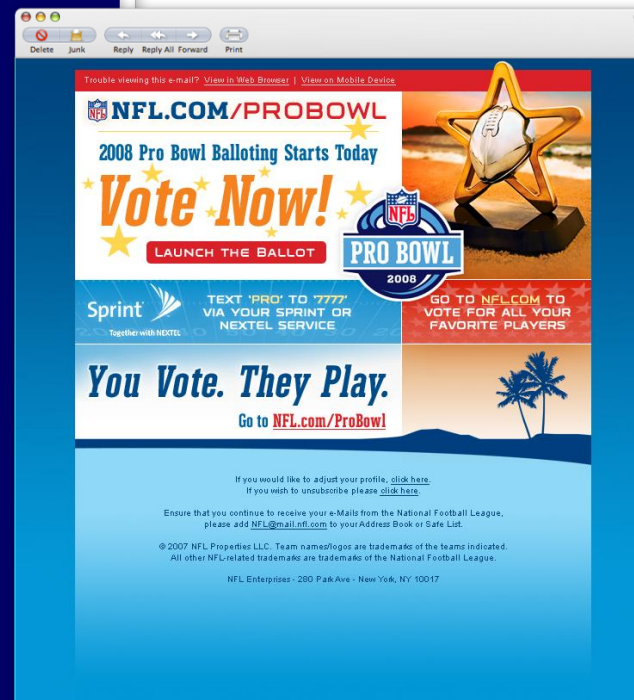


- **Skills & Expertise**  
Email Marketing, HTML Development, Team Building, Client Service, Public Speaking, Adobe Creative Suite, Idea Generation, Managing Performance & Excellence, Mobile Marketing, Creative Strategy
- **Innovations in Email**  
Coined the term "Super Subject Line", Introduced video in email via HTML5, Sent emails with dynamic imagery via Scene7 & LiquidPixels, Built HTML to be "responsive" on mobile devices, Used "GIFeo" where video didn't work

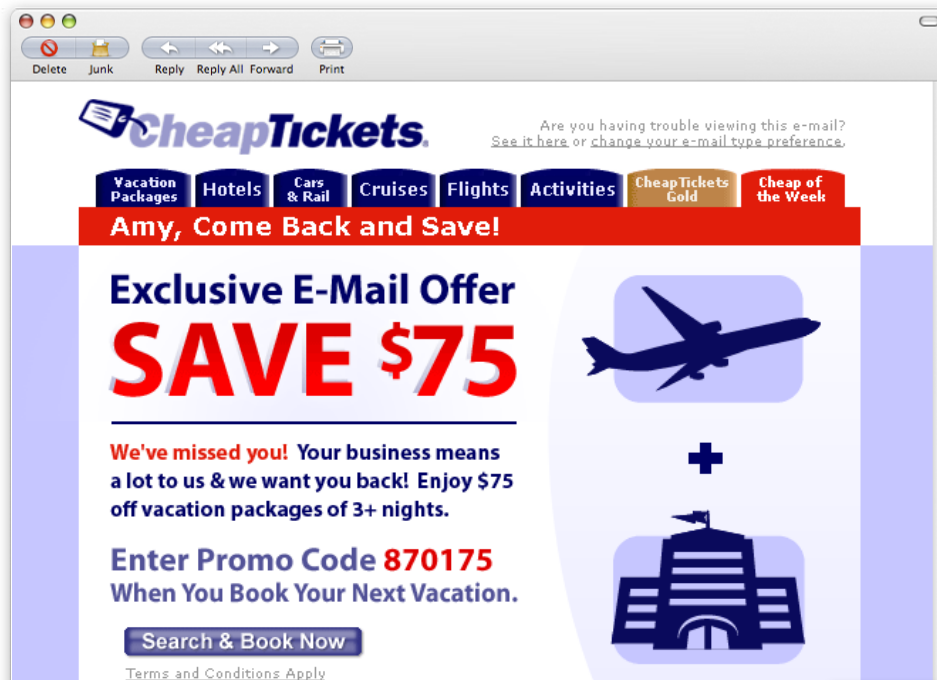
# National Football League

As a die-hard football fan, I had the fortunate experience of being the hands-on designer for NFL for approximately 5 years. I then turned the reins over to David Hubai and other talented designers, oversaw the quality work and helped drive innovation to deliver some of the greatest email campaigns in our industry.

- ▶ Left, an NFL Draft email from 2007
- ▶ Below, a Pro bowl email from 2008



# CheapTickets



**CheapTickets** Are you having trouble viewing this e-mail? [See it here](#) or [change your e-mail type preference](#).

Vacation Packages Hotels Cars & Rail Cruises Flights Activities CheapTickets Gold Cheap of the Week

**Amy, Come Back and Save!**

**Exclusive E-Mail Offer**  
**SAVE \$75**

**We've missed you! Your business means a lot to us & we want you back! Enjoy \$75 off vacation packages of 3+ nights.**

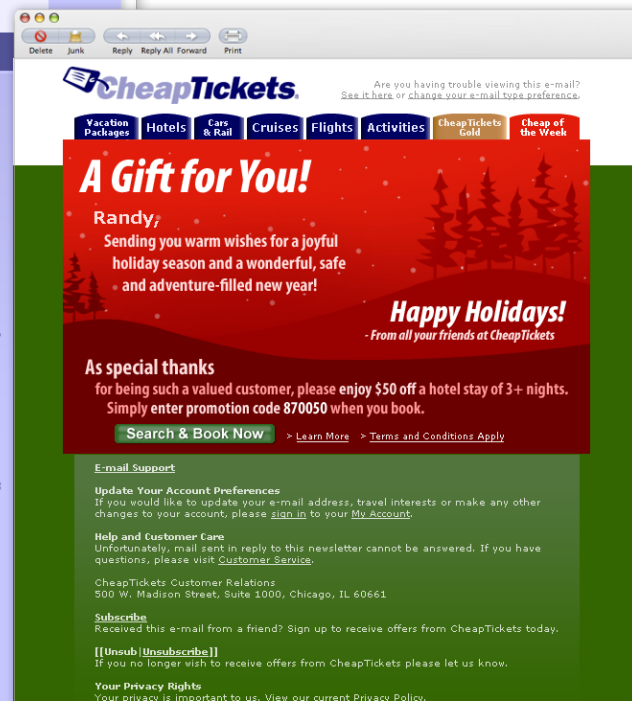
**Enter Promo Code 870175**  
**When You Book Your Next Vacation.**

**Search & Book Now**

[Terms and Conditions Apply](#)

My first client, I still make many comparisons to the way this account was run... a mark of greatness. CheapTickets had an efficient weekly production schedule that still allowed time for creativity, testing, suggestions and that unforeseen complexity. Also, this was a client that liked to test something every week. I learned a lot with this one, way back.

- ▶ Left, a successful lapsed email campaign
- ▶ Bottom, a holiday email with incentives



**CheapTickets** Are you having trouble viewing this e-mail? [See it here](#) or [change your e-mail type preference](#).

Vacation Packages Hotels Cars & Rail Cruises Flights Activities CheapTickets Gold Cheap of the Week

**A Gift for You!**

Randy,  
Sending you warm wishes for a joyful holiday season and a wonderful, safe and adventure-filled new year!

**Happy Holidays!**  
- From all your friends at CheapTickets

**As special thanks**  
for being such a valued customer, please enjoy \$50 off a hotel stay of 3+ nights. Simply enter promotion code 870050 when you book.

**Search & Book Now** > [Learn More](#) > [Terms and Conditions Apply](#)

**E-mail Support**

**Update Your Account Preferences**  
If you would like to update your e-mail address, travel interests or make any other changes to your account, please [sign in](#) to your [My Account](#).

**Help and Customer Care**  
Unfortunately, mail sent in reply to this newsletter cannot be answered. If you have questions, please visit [Customer Service](#).

CheapTickets Customer Relations  
500 W. Madison Street, Suite 1000, Chicago, IL 60661

**Subscribe**  
Received this e-mail from a friend? Sign up to receive offers from CheapTickets today.

**[[Unsub|Unsubscribe]]**  
If you no longer wish to receive offers from CheapTickets please let us know.

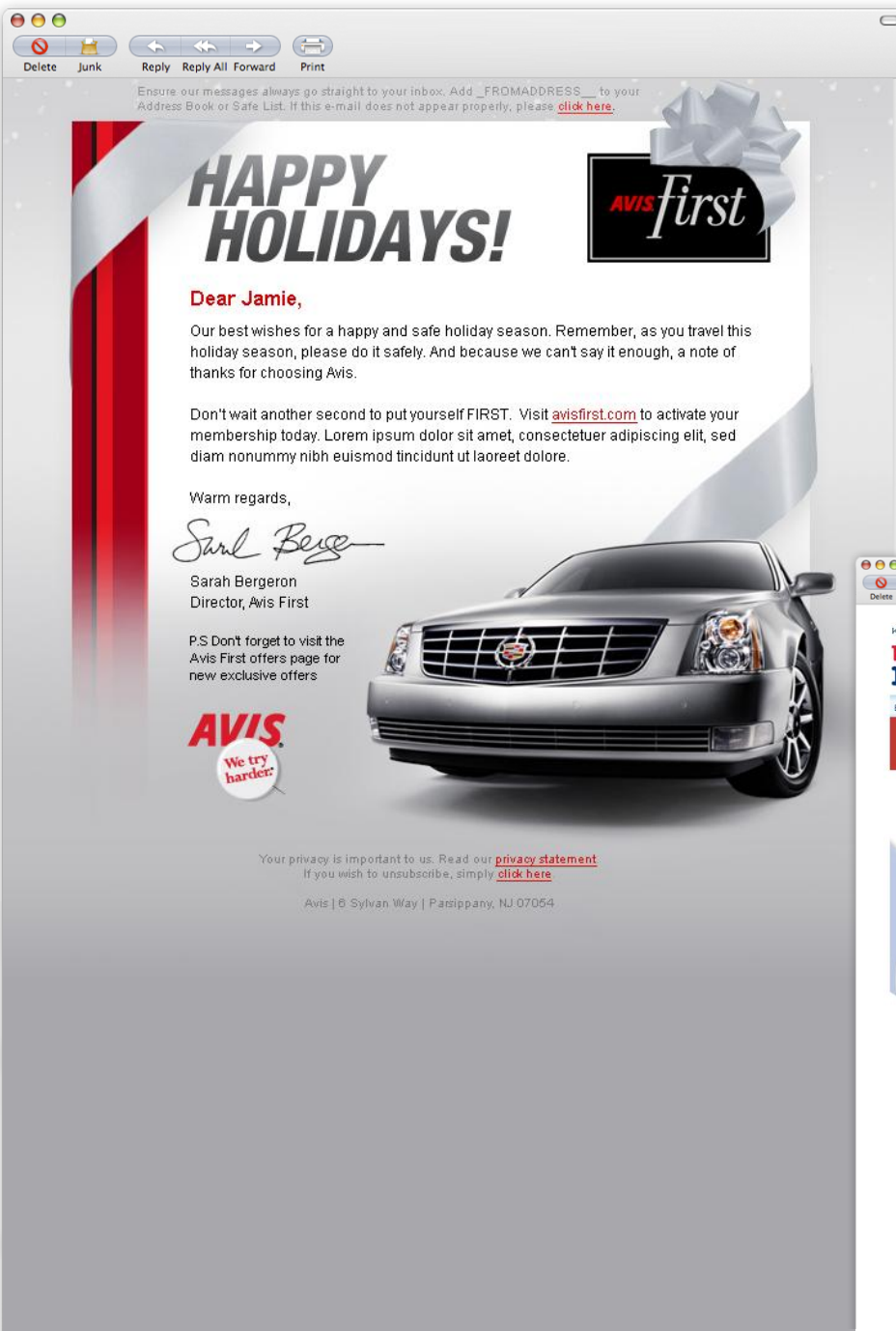
**Your Privacy Rights**  
Your privacy is important to us. View our current [Privacy Policy](#).

**Travel Registration Numbers:** California CST 2062836-40 (Registration as a seller of travel does not constitute approval by California); Florida ST-35651; Hawaii TAR-5863; Iowa TA-721; Washington 601 205 049 001 0001; Nevada 2002-0423.

Copyright © 2006, CheapTickets®. All rights reserved.



# Avis & Buy Buy Baby



We designed a lot of email for these two clients over the years. With very specific goals for each campaign, detailed creative briefs and quality assets to work with, we were given trust and freedom to pull everything together how we felt it worked best... earned client satisfaction.

- ▶ Left, Happy Holidays from Avis First
- ▶ Below, Free Shipping on Nap Mats from BBB



**AVIS**

+

**buybuy  
BABY.**

# Pitch Work

Some of the best work we do is during the pitch process; I am sure everyone can relate. Here we load up all the custom publishing opportunities, all the best practices and so on. But with all the tactical and technical goodies, ya need to step away and make sure it all fits together in a tasteful way.

- ▶ Left, work created to pitch Pernod-Ricard
- ▶ Below, work created to pitch Proctor & Gamble



You have received this email because you requested to be updated on Kahlúa promotions.  
To unsubscribe, please click here: [unsubscribe](#)

[Terms and Conditions](#) | [Privacy Policy](#) | [Accept Responsibility](#) | [Contact Us](#)

KAHLÚA® Liqueur. 20% Alc./Vol. (21.5% alc./vol., available only in Ohio).  
©2010 Pernod Ricard USA, Purchase, NY. Enjoy your curious moment responsibly.



Tasteful

# Custom Publishing

Long been one of our best stories in email delivery, the NFL's weekly newsletters had engaging relevant content segmented 33+ ways. With a bullet-proof modular template & seasonal content management plan, we drove innovation & excitement with RSS feeds, animation and robust visual treatment.

- ▶ Left, the 2006 NFL Weekly Newsletter
- ▶ Bottom, the 2009 Weekly Fantasy Report

To view this email through your web browser, please click here.

**BUCCANEERS EDITION NEWS WEEK 3**

Stats Roster Official Site Schedule

Team News Depth Chart NFL Shop NFL Network

**Mike,**

The 49ers outgained the Lions 400-176, had nearly twice as many first downs and held the ball for 37:36 -- and still lost 20-17 in their preseason finale. The Bills had touchdown drives of 90 and 93 yards, but gave back 122 yards on 17 penalties and committed the game's only turnover. [Read More](#)

▶ [Seventh-round pick Gates signs with 49ers](#)

▶ [49ers sign ex-Dolphins OL Jerman](#)

▶ [Find 49ers gear on NFL Shop - Shop Now!](#)

[+] SEE MORE TEAM NEWS

**THIS WEEK'S GAME**

NEW ENGLAND @ TAMPA BAY  
Sunday, September 10  
1:00 p.m. on FOX

View Matchup

0-0-0 vs 0-0-0

**NFL NETWORK VIDEO**

**Featured Video:**  
The NFL TA era breaks down the three-team trade.

Watch Video

The games start Thanksgiving Night with the Broncos vs. the Chiefs. GET NFL NETWORK - DON'T BE SHUT OUT!

**ANALYSIS & OPINION**

**Adam Schefter:** The Pressures of Starting Out Right All 32 teams are heading into the season thinking they are better than they were a year ago. So it's very important to start things off right and have some positive feelings after that first weekend.

[+] READ FULL STORY [+] SEE MORE ANALYSIS

**LEAGUE LEADERS**

Rushing	Yds	Passing	Yds
1. C. Martin NYJ	1697	1. D. Culpepper MIN	4717
2. S. Alexander SEA	1636	2. B. Green KC	4591
3. C. Dillon NE	1635	3. P. Manning IND	4557
4. E. James IND	1548	4. J. Plummer DEN	4089
5. T. Barber NYG	1518	5. B. Favre GB	4088

**NFL FANTASY 2009 NFL.COM WEEK 8 FANTASY REPORT**

FANTASY HOME FREE GAMES PLAYER NEWS PLAYER RANKINGS BLOG

**FIRST ROUND LOADED WITH QUESTIONS**

Whether it's LaDainian Tomlinson, Michael Turner or DeAngelo Williams, several projected first-rounders will come with at least some level of risk in fantasy drafts. [Read More](#)

- [Houshmandzadeh catches on with Seahawks; Winslow's stock rises](#)
- [From committees to handcuffs, owners need to know NFL backfields](#)
- [Players in contract years have motivation for statistical success](#)
- [Voting for your favorite 2009 Fantasy File video!](#)

**WEEK 8 PLAYER RANKINGS**

#1 RB Adrian Peterson [View all](#)

#1 QB Drew Brees [View all](#)

#1 WR Larry Fitzgerald [View all](#)

**FEATURED FANTASY VIDEOS**

**Value fantasy players**  
Michael Lombardi and Jamie Dukes reveal their best sleeper picks for the 2009 fantasy season. [Watch](#)

**PLAYER INJURIES**

**WEEK 8 INJURIES**  
[LaDainian Tomlinson, SD](#)  
[Adrian Peterson, MN](#)  
[Brian Westbrook, PHI](#)  
[Tom Brady, NE](#)  
[More Injuries >>](#)

**PLAYER NEWS**

**Shaun Hill (QB) SF**  
Hill is going to start at quarterback for the San Francisco 49ers' season opener at Arizona on Sept. 13, beating out Alex Smith. [More Player News](#)

**The NFL Shop Home Sale \$15 OFF \$100**

[SHOP NOW](#)

Find out what's happening around the NFL. Select another favorite team from the left below and click "Go."

SELECT TEAM [GO](#)

**YOU COULD WIN A TRIP TO SUPER BOWL XLIV**

[SIGN UP FOR FANTASY FOOTBALL](#)

FANTASY BLOG FABIANO FANTASY BLOG MORE NFL.COM GAMES



Technical

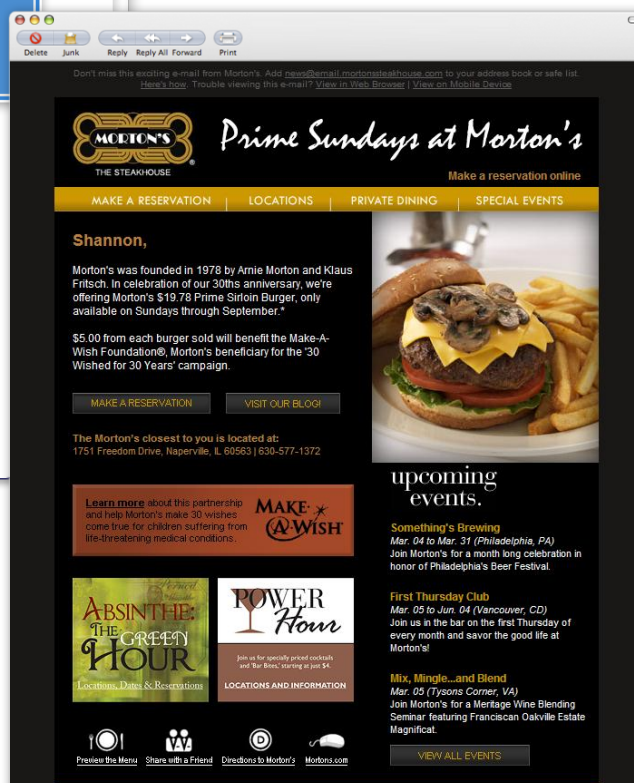
# Best Practices



▶ Left, 1 of 5 touches for Electric Insurance

▶ Bottom, an event trigger for Morton's

I'd like to think we wrote the book on email best practices: personalized content, strong messaging + clear actions, modular + cohesive layout, content readability & flow, lifestyle imagery, brand affinity, the "super subject line", the "feel good takeaway" and of course... *always be thinking above the fold.*



Tactical

Since 1966, Electric Insurance has been offering auto and homeowners insurance to GE employees. These employees have been so happy with our service and value that they've told their family and friends all about us! Today, nearly half of our new customers are referred to us by current customers. With a 97% customer satisfaction rating, we're not surprised! Shouldn't you be receiving this same great service?

Sincerely,

Kimberly Koury  
Manager, New Policy Sales and Claims Service

*I just bought an auto insurance policy from you and I am extremely happy with the quality of your staff and company.*

- Kelly Knettel

▶ [Read more from our customers](#)

If you wish unsubscribe from this newsletter, [[Unsub|click here]].

Please do not respond to this email, it was generated by an automated process.

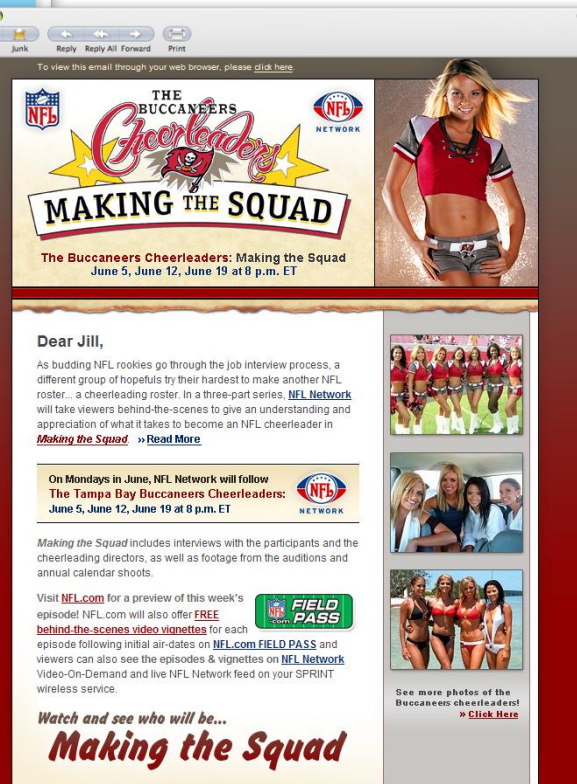
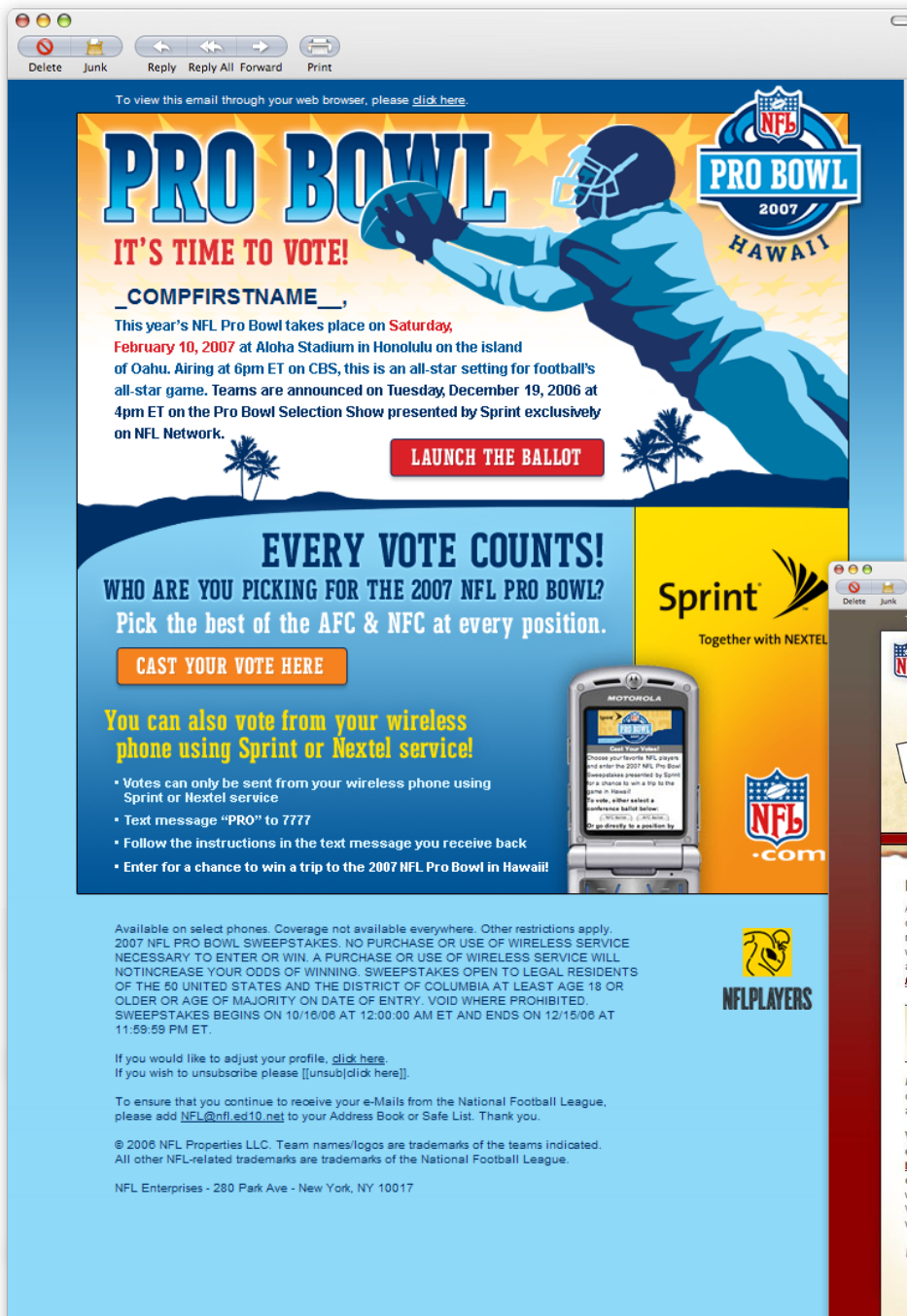
©2006 Electric Insurance Company 1-800-342-5342 [www.electricinsurance.com](http://www.electricinsurance.com)



# Click Rates

While simply highlighting more of the work that I've done for the NFL, below are two campaigns that were successful in achieving high click-thru rates. For both, there were many messaging and image requirements to work with, assembled in short order with visual 'click-able' prominence.

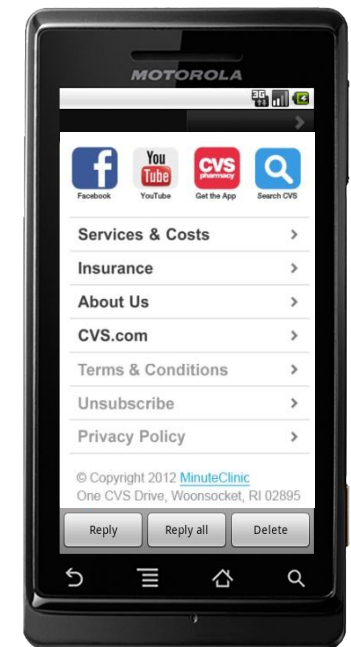
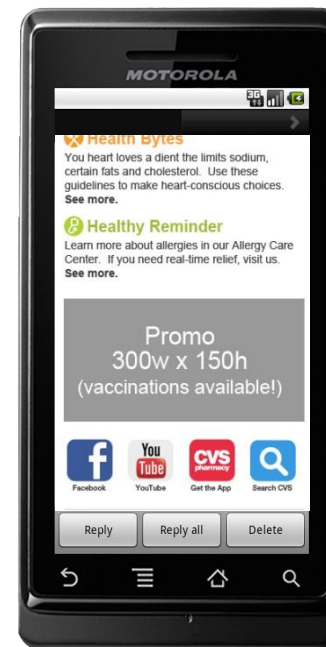
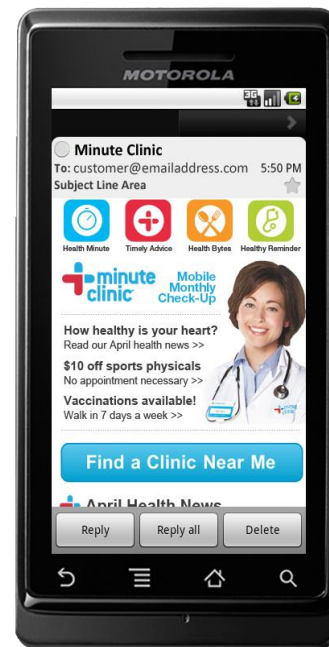
- ▶ Left, a Pro Bowl email from 2007
- ▶ Bottom, NFL Network's "Making the Squad"



Jim Kelley

# Mobile Optimization

This mobile specific email campaign was designed to be “Best of Class”. CVS/Minute Clinic didn’t just want their desktop version repurposed, they wanted to dive deep into the mobile user experience... for those on the go, skimming, tapping with their thumbs, needing to read bigger text, and see their core messaging ‘above the fold’. This is what I proposed.



# Thought Leadership

From preparing case studies, documentation, blogging, presenting to clients... and so on, I've long enjoyed giving my thoughts on industry topics. Some highlights include...

- ▶ Presented "Email vs. Web" at the W3C HTML Email Workshop in Paris, May 2007.
- ▶ Presented "Optimizing Email for Mobile Devices" at IRCE in San Diego, June 2011.
- ▶ Had article published in iMedia Connection on video in email, May 2010.
- ▶ Been quoted in Internet Retailer, Chief Marketer, Multichannel Merchant.
- ▶ Been the key voice in crafting e-Dialog's HTML Email Design & Development best practices.
- ▶ Coined the term "Super Subject Line."

## How to Design E-mail

Sep 1, 2010 12:00 PM, By Sherry Chiger

# MULTICHANNEL MERCHANT

Compounding matters, many people who design e-mails assume that the basics for the medium are the same as those for direct mail or for the Web. "E-mail is a different medium altogether," notes Jim Kelley, manager, creative services for e-mail services provider e-Dialog. "It's like the Web, and it's like direct mail, but it's a separate medium. Not all direct mail marketing pieces translate easily into e-mail. And you can't go and design e-mail like a Website, because it won't render in all e-mail clients."

The screenshot shows the iMedia Connection website interface. At the top, the logo reads "iMEDIA CONNECTION" with the tagline "Connecting the Marketing Community". A search bar is visible on the left. The main content area features a video player with the text "YuMe is Video Advertising" and a globe icon. Below this, a navigation menu includes "HOME", "MARKETING CHANNELS", "Websites", "Email", "Mobile", "Desktop Apps", and "Video" (which is highlighted). The article "Savvy solutions for mixing video with email" is displayed, written by Jim Kelley on May 14, 2010. It includes social media sharing options (Tweet, Like) and a list of article highlights. The highlights are: "Email marketers view video as a savvy way to engage consumers", "Animated GIFs add a visually exciting component and allow you to utilize video content from your website", and "A suitable solution is to include a landing page link in your emails, where recipients can click-through to see video play". The article text begins with "The demand for interactivity on the web has never been more insistent. Ten years ago no one could have predicted the amount of user-generated content on what is now considered web 2.0. The explosion of video on the web, over the last two years, has resulted in marketers looking for more sophisticated ways to bring interactivity into their marketing programs. This includes email marketers, who view video as a savvy way to engage consumers." The article concludes with "While the demand is there, we as email marketers still face challenges in being able to effectively execute video in email. We aren't quite there yet, but there are a few workable solutions you can effectively incorporate into your".



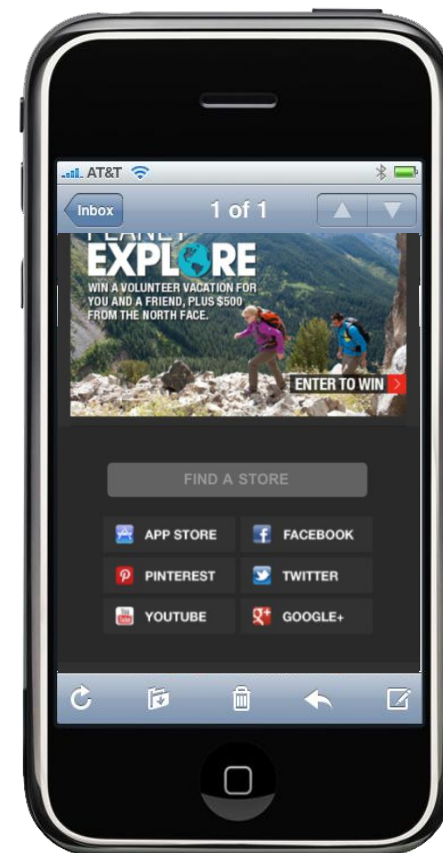
## Team Building

I've had the fortunate experience of working with many talented individuals, all with different skill-sets and attributes that set them apart as unique. But together as a team we become one powerful, innovative and passionate bunch.

- ▶ Mentored over 20 designers, max team size was 12.
- ▶ Analyzed department billability, utilization & revenue numbers. Team was always exceeding expectations.
- ▶ Recruited talent, wrote job profiles, created purchase orders, processed invoices.
- ▶ Conducted reviews, managed incentive programs, organized team off-sites.
- ▶ Above all, helped to create a friendly "family-like" department, full of challenges, fun and inspiration.

# Innovations

I've long worked to push the bar in email... Dynamic Imagery, HTML5 Video, GIFeo, Responsive Design, Live Email, Super Subject Line, Mobile Optimization, etc.

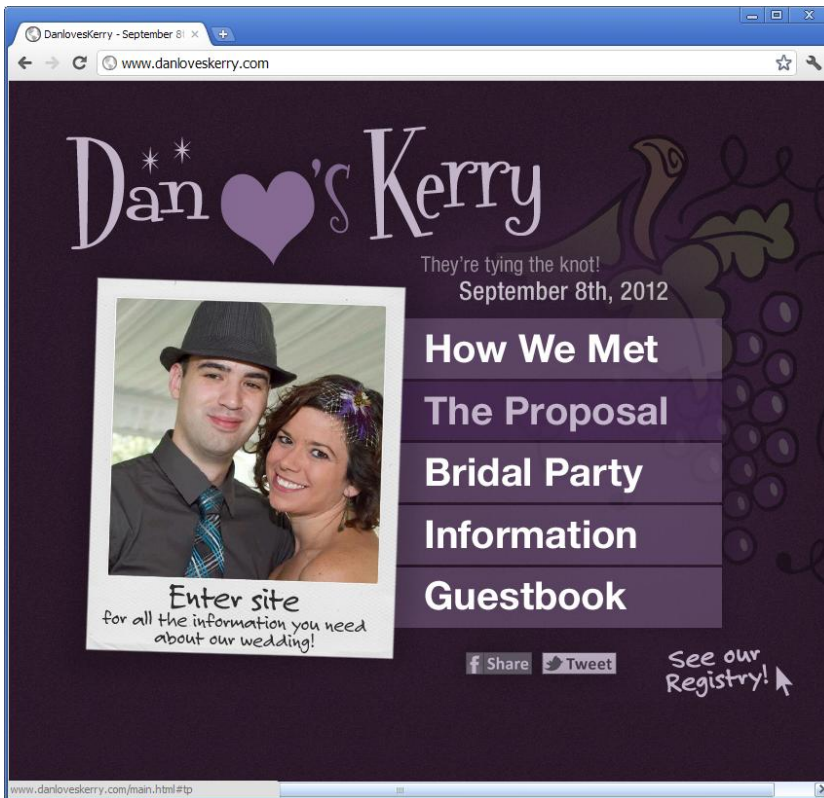


# Personal Work

A look at some of the things I've done outside of work.

# Dan & Kerry

I had a fun time creating this wedding site for my friends Dan & Kerry. It allowed me the chance to do some new things in design & code, and put a playful spin on it for their special day.



## How We Met

Freshman year of college, St. Joseph's University, first time game of the season, an epic battle of Eagles vs. Giants at an apartment off campus. After the game, I spotted Dan from an undisclosed location on the walk back to campus. I noticed he was wearing a shirt for the band Toot and consequently hassled him about how much I liked that band. We went back to the dorms with some other friends and hung out for a little bit. Regular college activities of burning popcorn in the microwave. Everyone stepped out for a cigarette, and I just left without saying good bye.

Fast forward to summer 2007. I was spending my summer doing research on campus. It was uncommon for freshmen to be sophomores (or do research over the summer, so I immediately made friends with the other freshman my age, Ian, and I had taken classes together in the first year of college, but never spent too much time together. We had also known each other from high school theater - I was on the stage, he was in the cables, so we had not had much interaction. Ian was also good friends with Dan and they were going to be roommates the next year. Dan came to visit Ian once over the summer, where he stole my heart by stealing a letter off the Wendy's sign, making it read "content removed in editing".

The first day back to school our sophomore year of college we all got together with some friends for reunion style partying. We ended the night in the room that Dan and Ian now shared and we had our first kiss. The entire year was spent with back and forth flirting, but no serious talks of dating. It took us about 7 months before our friend John finally asked if I was going to go do something with my boyfriend that night. Our first official date was then in May at a small kitchen with a bar stools, called Peppers in Wexmere, PA. The rest is history!



## The Proposal



It was Thursday, June 9th 2011, our seventh "official" anniversary as a couple. I was nervous the whole drive home from my new job, mostly because I didn't actually have a plan for how I was going to pop the question.

I had attempted to create a few magical settings previously, but with Kerry's zeal for planning she had managed to alter any trip or occasion beyond my capabilities. I fell back on my high school test taking strategy: I was going to wing it. And just like high school, I wasn't that confident.

We had one of those flash thunderstorms in the afternoon while we were looking for new apartments. Between the rain and the lackluster apartments we viewed, Kerry was ready to call it a night and forego a dinner out on the town, once again throwing a wrench into my plans! After a little motivation on my part though she agreed to go out, and we headed home to get ready.

As we rode downtown the ring bounced around loosely in my pocket. I must have checked it twenty times on the ride alone. She kept asking why I was being so quiet. Having never been to this restaurant before it was a gamble as to what kind of memory this place would leave us for the rest of our lives. Fortunately though the meal was fantastic and the night was off to a perfect start.

We walked out to the pier overlooking Boston Harbor and watched the planes taking off of Logan. I picked this pier because of the history it had for us, it was a place we went early in our time in Boston and where we'd have visitors. There is a large compass laid into the sidewalk there, the curve part of me hoped it was a good omen guiding us along. As we stood along the edge of the harbor, I put together what I thought was a smooth move for getting into position, I dropped my umbrella, I knelt down, slide the ring out of my pocket and walked for her to turn around. It worked! She said yes, jumped down from the step into my arms and we were officially engaged.

## The Bridal Party

### Andrea Hammons



Kerry's college roommate - their escape from the awful Harvard (our physics professor) of the time began their journey of friendship and science. Plays-hating degrees (Ph. Ds) and long marathons of LOTR, make these two the biggest nerds up there... although, a different type of nerd from Dan, Kevin, and Mike.



### Ian Eisele

Best man and Dan's college roommate. He's probably more responsible for Dan and Kerry getting together than Dan and once brought home 100 frozen conchos.



### Kelly Quinn

Kerry's high school BFF, roommate, and fellow world explorer. From illegal use of AIM in high school to freeing students, duct taped into their hotel rooms in Spain, Kelly and Kerry were inseparable for 4 years. College and a 300+ mile move have done little to stop their efforts.



### Kevin Dykas

Brother of the groom. He once bet that Dan couldn't eat a 5lb bag of animal crackers in one day, and lost.

### Christine Dornbach



Kerry's oldest friend! From our gestational proximity (our mothers worked in the same ER) to dance classes to a move to Boston, Christine has been the better Kerry never had, even if it includes hating water bottles during arguments.



### Damon Salandria

Pool volleyball power forward, recently purchased a ford after seeing how cool Dan's focus with racing bikes really is...



### Nisha Perez

Kerry's fellow chemistry graduate from BC and fashion advisor. Nisha has picked out Kerry's interview clothes which lead to a direct hire and the bridal party fashion you will see on 9/8. Not one to mess with, look for these two starting a new drug company together in 2020.

### Matt Salandria

He knows what really happened to Lt. Drane AND the secret to a bacon explosion.



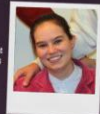
### Julie Dykas

Dan's sister and Kerry's first (only?) assurance that her children will be the straight A, world dominating children she is destined to raise.



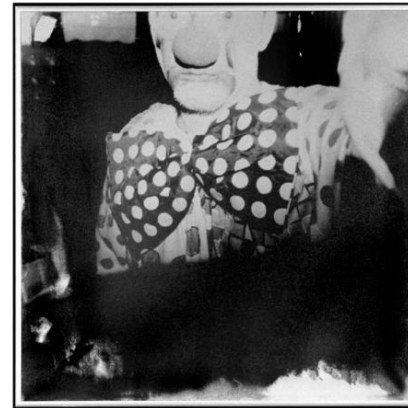
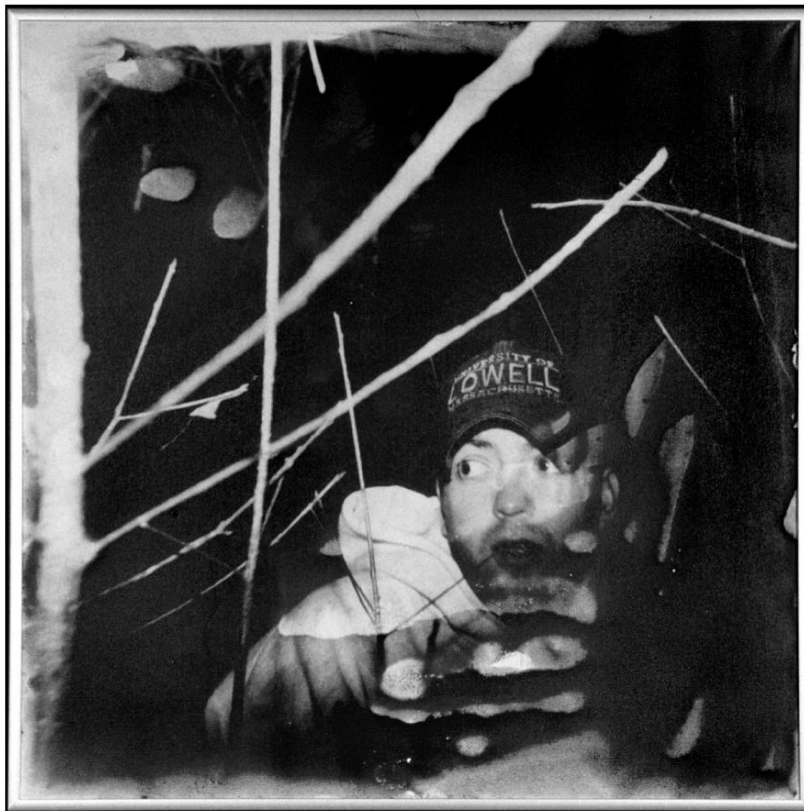
### Ryan Salandria

Quite possibly the only person that can quote The Simpsons better than Dan.



# Liquid Emulsion

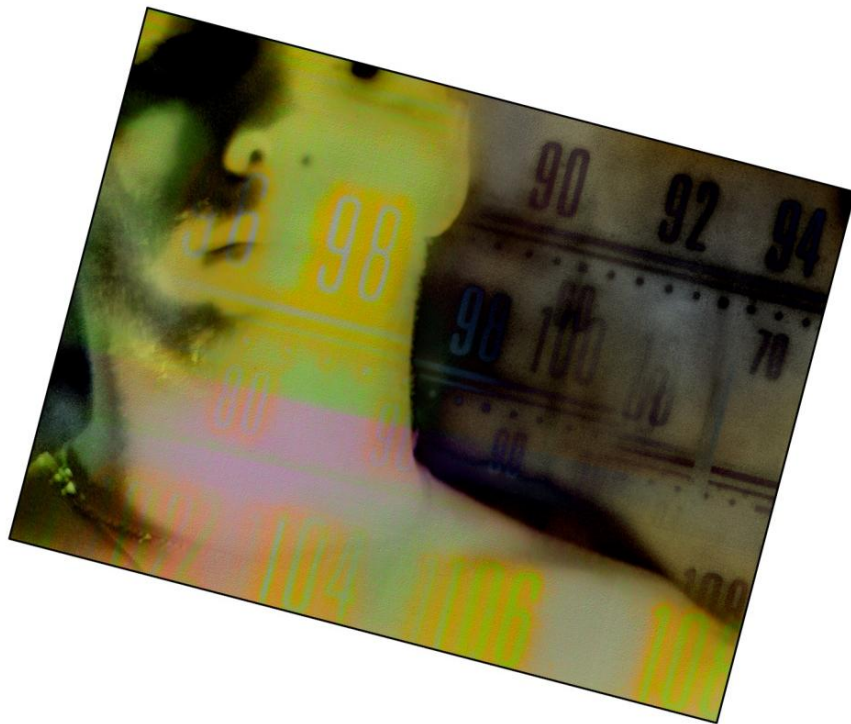
Part of a self portrait series that exaggerated some of my personal attributes, these photos were taken with a Holga, developed on canvas, 20" x 20" with use of liquid emulsion.





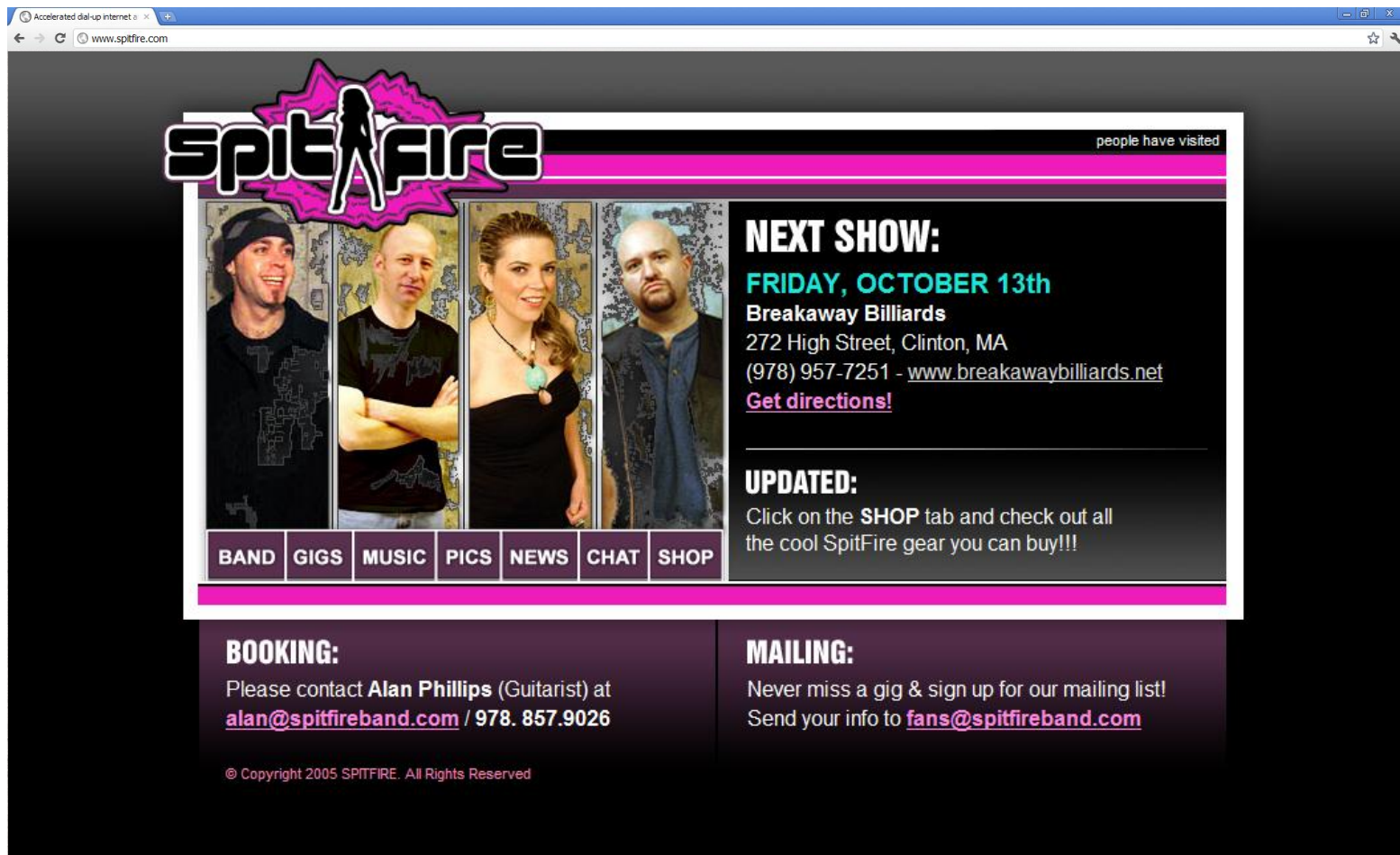
# Digital Art

These pieces were printed on canvas, 24 x 20, and depicted mood through portraiture mixed with layered images and high color saturation. They followed me around over the years from arts shows to the walls of my apartment.



# Spitfire

This Web site was designed for my sister Kristen and her cover band. Like a blue-chip client, I got her to fill out a creative brief. When all was said and done, I taught her a little something about HTML for her to maintain the site on her own.



The screenshot shows a web browser window with the URL [www.spitfire.com](http://www.spitfire.com). The website features a pink and black color scheme. At the top left is the "spitfire" logo with a silhouette of a person. To the right of the logo, it says "people have visited". Below the logo is a row of four photos of the band members. Underneath the photos is a navigation menu with buttons for "BAND", "GIGS", "MUSIC", "PICS", "NEWS", "CHAT", and "SHOP".

**NEXT SHOW:**  
**FRIDAY, OCTOBER 13th**  
Breakaway Billiards  
272 High Street, Clinton, MA  
(978) 957-7251 - [www.breakawaybilliards.net](http://www.breakawaybilliards.net)  
[Get directions!](#)

**UPDATED:**  
Click on the **SHOP** tab and check out all the cool SpitFire gear you can buy!!!

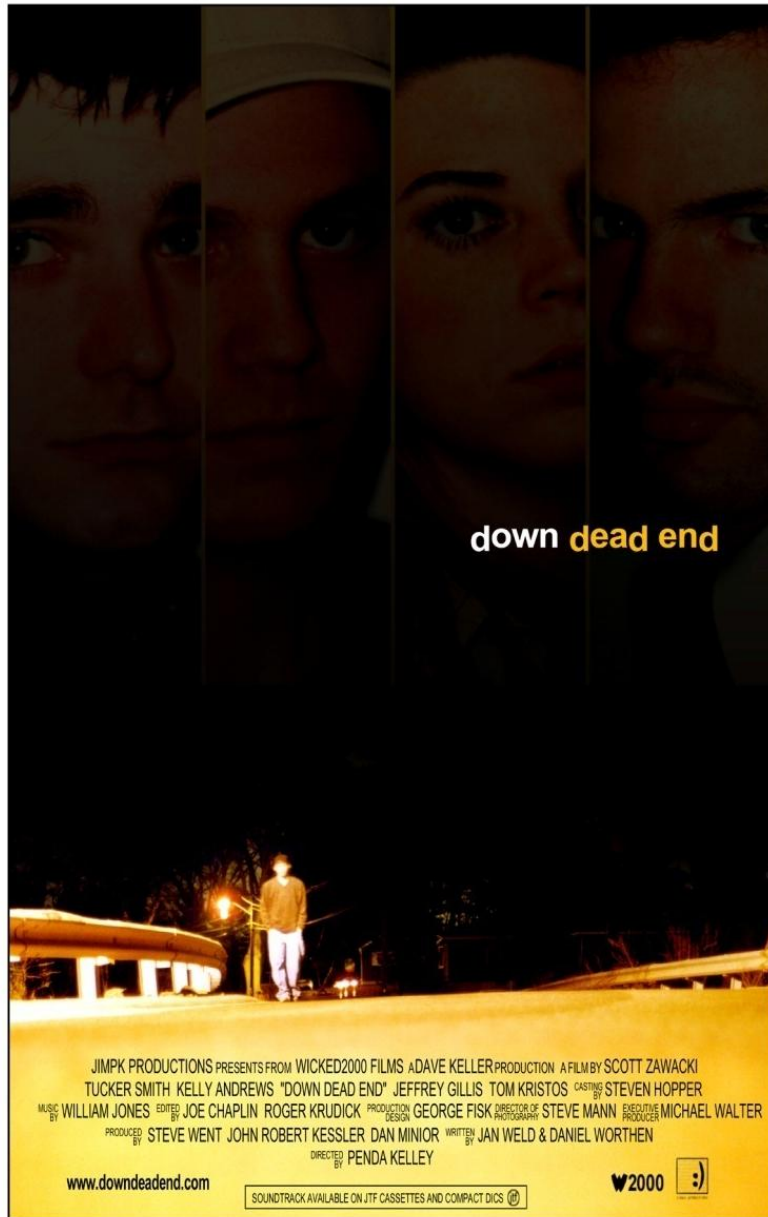
**BOOKING:**  
Please contact **Alan Phillips** (Guitarist) at  
[alan@spitfireband.com](mailto:alan@spitfireband.com) / 978. 857.9026

**MAILING:**  
Never miss a gig & sign up for our mailing list!  
Send your info to [fans@spitfireband.com](mailto:fans@spitfireband.com)

© Copyright 2005 SPITFIRE. All Rights Reserved

# Movie Posters

Using friends and family, I produced 5 movie posters, a different genre each and portrayed them as celebrities.



# Helping Friends

Every designer has work in their portfolio that was created to help friends. Here's two of mine. And between both Jefferson and Andy, there were many concepts, Web sites, ideas and successes that helped them both in their careers.





## Dark Room Fun

Part of another self portrait series call “Personal Data”, I worked in the dark room with art printed on laser transparency paper over photographic paper.



# Thank You

Feel free to contact me with any questions you have...

**Jim Kelley :: [jimpk00@gmail.com](mailto:jimpk00@gmail.com) :: 978-835-6277**