Pavel Schallenberger

Portfolio: www.pavelworks.com | **Email:** pavelschallenberger@gmail.com | **Phone: (**954)-604-3799
Location: Boca Raton, FL

Experienced design manager, web designer, UI & UX designer, and front-end web developer with over 15 years of experience in digital marketing. Reliable, self-motivated, able to align project objectives with business goals.

A creative strategist with a strong work ethic excelling in planning, design, teamwork, and communication, consistently delivering projects on time with exceptional attention to detail and organization.

Summary of Qualifications

- Solid experience in branding, web and email marketing
- Comprehensive front-end web design knowledge
- Strong knowledge of UI & UX practices
- Leadership and project management experience
- Proficient in Figma, HTML, CSS, and email coding
- Extensive background in graphic design using Adobe Creative Suite

Major Achievements

- Spearheaded brand identity improvements increasing brand awareness
- Boosted revenue by optimizing UI & UX on e-commerce platforms
- Elevated customer retention with enhanced email programs and personalized direct mail

Skills: Digital Design, Branding, E-commerce, B2C, Web Design, UI & UX Design, Creativity, Front-End Web Development, Wireframes, Mockups, Prototypes, Graphic Design, Online Advertising, A/B Testing, Project Management, Email Marketing, Omni-Channel, Email Design & Coding, Email Optimization, Campaign Management, Communication, Customer Retention, Customer Journeys

Software: Salesforce Commerce Cloud (SFCC), Optimizely, Iterable, Litmus, Figma, Jira, Confluence, Asana, Basecamp, Unbounce, Axure, Adobe Creative Suite, Microsoft 365, AWS, Airship, Designmodo, Canva, Mailchimp, Litmus, WordPress

Work Experience

Design Manager
PetMeds | Delray Beach, FL | October 2014 - June 2024

- Successfully oversaw and ensured consistent design implementation across email, web, print, direct mail, packaging, expo shows, and social media

- Conceptualized and led brand identity improvements, resulting in increased brand awareness; established comprehensive brand guidelines, and effectively managed and trained the creative team

- Elevated customer retention through the development of improved email programs and personalized direct mail campaigns

- Boosted customer experience by initiating a successful SMS program and leveraging customer data for personalized marketing strategies

- Enhanced UX by developing and maintaining product landing pages in SFCC, creating tailored customer experiences

Lead Web Designer / Front-End Web Developer
Reserveage Nutrition | Boca Raton, FL | April 2013 - September 2014

- Successfully conceptualized, designed, and built brand websites, significantly enhancing online presence

- Effectively collaborated with brand managers to plan, design, and execute high-impact email marketing campaigns

- Ensured seamless operations by maintaining existing websites and e-commerce shops through diligent daily maintenance

- Boosted website traffic through improved organic SEO and increased revenue by enhancing UI & UX on e-commerce shops

- Reduced operational costs by eliminating unnecessary web related services

Lead Web Designer / Front-End Web Developer / Webmaster
PARS Media Group | Fort Lauderdale, FL | March 2008 - April 2013

- Designed, built, and maintained SEO-friendly lead-generation websites for diverse industries, significantly boosting online visibility and lead acquisition

- Conceptualized, designed, and executed impactful email marketing creatives and campaigns, enhancing customer engagement

- Successfully supervised an offshore team, improving efficiency in data cleansing and customer support operations

- Efficiently managed the operation and maintenance of all servers, ensuring secure and reliable data storage

- Ensured all company websites were up-to-date and accurate through daily maintenance tasks, sustaining high standards of quality and relevance

Education

Web Designer / Web Development Specialist in Computer Science
Broward College - Davie, FL

Web Design and Computer Programming (C#, C++ and Visual Basic)
Boca Raton High School - Boca Raton, FL

Languages

Proficient in speaking, reading, and writing in English and Czech