

Versatile designer and front-end developer for web, print and email with a solid background in marketing and project management. Engaging content creator and digital marketer, skilled in developing, deploying and analyzing campaigns. Excels within demanding timelines and delivers results while providing exceptional client service.

PROFESSIONAL EXPERIENCE //

FREELANCE CONSULTING | *Web Design & Development, Graphic Design and Digital Marketing Services, 2011-Present*

American Hospital Association / AHA Solutions — Executed a range of digital projects including website landing pages, website updates and HTML email campaigns. Also managed social media activity and Google Analytics reporting/campaign analysis.

Hobson Advisors LLC / Hobson Travel — Designed and developed new, responsive website on Wordpress CMS. Collaborated with client to create digital marketing strategy for email and social media; designed/developed HTML email templates and coordinated list management. Created print collateral pieces for Hobson Travel.

Cotter Consulting — Redesigned over 40 core pieces of essential print and online marketing collateral. Developed corporate style guides and conducted technical trainings for marketing teams.

Red Granite LLC. — Collaborated with client to develop strategic deployment of online and print marketing tools. Designed and programmed templates for HTML e-newsletters; created graphic template for whitepapers. Executed full redesign of company website on Wordpress CMS. Ghostwriter for select blog content.

Rawdin-Baron Financial, Inc. — Designed and programmed HTML e-newsletter templates, created and managed content strategy with client. Maintain blog, newsletter, and social media content cycle. Provide technical support and update Wordpress CMS as needed.

Epilepsy Foundation of Greater Chicago — Consulted in wireframing and creating an intuitive new information architecture for the website redesign.

Neeti Arndt, Dreamtown Realty — Designed and programmed additional pages to enhance the existing Wordpress site. Consulted with client on IA strategy.

DCOY VOLLEYBALL NETWORK | *Web Designer and Marketing Manager, 2010-Present*

Design marketing collateral for sponsorship proposals, deliver ad-hoc graphic design projects and maintain network website. Manage activation and workflow plans of large network events.

Designed IA, content and wireframes for new company website; interfaced with programmers to implement marketing and design objectives.

Created social media strategy plans and launched all pages.

AREAS OF EXPERTISE ////

- Web Design and Development
- Graphic Design
- Social Media Marketing
- Content Creation
- Digital Analytics
- Interactive Product Launches and Promotions
- Campaign Strategies and Brand Planning
- Client/Account Relations
- Written and Oral Communications

TECHNICAL SKILLS //////

- Adobe CS6 / Creative Cloud: Photoshop, Illustrator, InDesign, Dreamweaver, Flash
- HTML 5, CSS3, Sass
- Responsive Web Design
- PHP, Javascript, JQuery
- HTML Email
- Wordpress, Joomla, Drupal
- Google Analytics, SEO strategies

EDUCATION //////////////

Google, Inc.
Professional Certification,
Google Analytics Individual
Qualification (GAIQ)

Scrum Alliance
Professional Certification,
Certified Scrum Master (CSM)

Truman College, Chicago, IL
Professional Certificate in
Web Design & Development

**University of Washington,
Seattle, WA**
B.A. in Communications



PROFESSIONAL EXPERIENCE (CONT.) //

SHOPON.COM | *Graphic Designer, Marketing Manager, April-July 2011*

Served as contract marketing manager and collateral designer for social media software platform.

Designed marketing collateral for new business, served as copywriter for new website and print content.

Coordinated interactive execution strategy and materials for a national e-commerce tradeshow.

ENJOY LIGHTING | *Category Marketing Manager, April-July 2010*

Created market strategy plans, led category and market research projects, worked with product engineers to develop functional lines, interfaced with upper management for production and distribution platform planning.

Developed a line of rechargeable flameless candles, specifically designed for use in the hospitality industry, and created a strategic plan for implementation into US markets.

Led category research and development project for flameless jar candle re-launch, specifically geared toward activation in national retail chains.

MARKETING WERKS | *Account Development Executive, April-July 2010*

Represented non-profit civil service client in creative development of experiential mobile marketing tour and field activation of program.

Researched national opportunities for activation at large events; provided strategic recommendations and negotiated final partnerships.

Introduced launch and direction of social media campaigns.

Directed field teams, vendor operations and event partners; prepared client briefs for all activity.

DIAGEO-GUINNESS USA | *On-Premise Account Manager, 2007-2009*

Managed distribution, pricing, brand visibility and promotional activity for Diageo beer brands in top 200 on-premise accounts. Organized Diageo representation in local special events and supervised agency partners for streamlined execution. Collaborated with local distributor sales teams and assisted in quarterly distributor planning activities.

TEAM ENTERPRISES/MILLER BREWING CO. | *Field Marketing Manager, 2005-2007*

Managed execution of experiential marketing campaigns for Miller Brewing Co. products. Maintained positive relationships with client teams, 55-80 retail accounts and local distributor sales teams. Recruited, trained and supervised staff of 30-40 promotional specialists.

CARIBOU COFFEE CO. | *Field Marketing Manager, 2004-2005*

Developed, organized and executed promotional campaigns for local media and corporate events. Worked with regional retail stores to address specific marketing needs and train staff on upcoming in-store sales programs.

EDUCATION (CONT.) //

School of Visual Concepts,
Seattle, WA

Seminar Certificates – Public Relations Writing, Marketing & Brand Planning

SERVICE WORK //

Epilepsy Foundation of
Greater Chicago

Volunteer Marketing Consultant,
Project Coordinator

PROFESSIONAL ASSOCIATIONS //

- ScrumAlliance.org
- AIGA, The Professional Association for Design
- CIMA, Chicago Interactive Marketing Association
- IMA, Internet Marketing Association
- SMC, Social Media Club

