

- ⦿ Creative direction
- ⦿ Branding
- ⦿ Marketing strategy
- ⦿ Design
- ⦿ User experience
- ⦿ Automated marketing
- ⦿ Graphics & content creation
- ⦿ Advanced Adobe CS
- ⦿ Responsive Web development

Employment

Digital Designer Act-On Software Professional Services » 9/14 - present » Portland, Ore.
Lead creative direction, build and deliver industry leading marketing assets for businesses using Act-On Software. Work with customers to design and produce device-responsive media-rich emails, landing pages, web-forms, as templates and integrated content for use in online marketing. Expand customer business brand across client automated marketing campaigns. Total project production, from creative brief to published property. Integrate rich media to produce engaging online properties. Make assets to industry best practices while continuing to deliver industry leading solutions.

- » Effectively taken charge of entire project from concept, design, and coding; to delivery of web solutions for more than 330 customer brands.
- » Recognized with Outstanding Performance Award for raising the standard of design.
- » Custom asset designs (8 out of 12) are featured on Act-On public website in organization portfolio.
- » Go to person for the production of Professional Services promotion material. Produced and maintain intranet resources hub, including new production of best practice guides.

Software Environment: Adobe Creative Suite CC (Macintosh & Windows); Dreamweaver, InDesign, Acrobat, Photoshop, Illustrator, After Effects. Act-On Software; Landing page, email and web-form template development and content management. Hand code HTML5, CSS3, and Javascript. Components with AJAX and JQuery functionality. Bootstrap expertise. Optimize graphics, media, fonts for Web. Microsoft Office; Word, Excel, PowerPoint. Also use; Salesforce, Mavenlink, WebEx, Email On Acid, and Litmus.

MarCom Producer | Web Designer Independent Contractor » 12/11 - 9/14 » Beaverton, Ore.
Produce websites and integrate in social media. Total production, concept to publish. Design graphics and build content. Code in HTML, HTML5, XML, PHP and CSS3, producing dynamic web presence. Effective SEO consistently getting high organic rankings. CMS builds with WordPress, ZenCart, ASP.Net Storefront and Woo. Server-side administration. Software A, B, C, D, F, H.

- » Produce innovative responsive (RWD) websites that consistently achieve current objectives.
- » Total concept to deployment for several new-to-web enterprises delivering high-impact results.
- » Build & deploy e-mail and social-media campaigns that consistently drive greater activity.

Software Environment: Adobe Creative Suite; InDesign, Photoshop, Illustrator, Dreamweaver, Premiere and Acrobat. Website content management; ASP.Net Storefront, WordPress, ZenCart. Linux Apache web server management and administration. Website RWD development and content management Adobe Dreamweaver. HTML, HTML5, XML, PHP and CSS3. Integrate Javascript, AJAX and JQuery functions. Manage online properties. Optimize graphics for Web. Bootstrap expertise. SQL database management. Microsoft Office; Word, Excel, Outlook. Chaos Intellect(CMS) Salesforce. iContact, ConstantContact and ActiveCampaign for e-mail marketing.

Designer | Producer Marketing PECO, Inc. » Contractor » 3/10 - 3/14 » Portland, Ore.
Led creative direction and developed messaging, graphic design, photography for promotional material. Also, web design, development and maintenance of public enterprise website. Software A, B, D.

- » Conceived dynamic messaging and visual branding driving 12-quarters of increasing profitability.
- » Wrote, designed and produced; brochures, packaging, POP displays and product launch collateral.
- » 100% on time and at budget.
- » Implemented design improvements that drove 8% reduction in production costs.

Software Environment: Adobe Creative Suite; InDesign, Photoshop, Illustrator, Dreamweaver, Premiere and Acrobat. Website development and content management Adobe Dreamweaver. HTML, XML, PHP and CSS. Manage online properties. Optimize graphics for Web. SQL database management. Microsoft Office; Word, Excel, Outlook.

Communications Specialist Web Oregon Health Authority » 4/11 - 12/11 » Portland, Ore.
Improved presentation of Oregon Alliance Working for Antibiotic Resistance Education, HAI and EIP programs on Oregon.gov. Designed, developed, copy edited and published web pages and collateral.

- » Designed, developed, copy edited and published to production webpages.
- » Devised embedded-website structure and implemented improved web-user experience.
- » Produced outbound communication materials for state-wide social awareness campaign.
- » Graphic design and production of high-impact promotional print materials.

Software Environment: Adobe Creative Suite; InDesign, Photoshop, Illustrator, Dreamweaver and Acrobat. Website content management; Microsoft SharePoint 2010. Website development and content management Adobe Dreamweaver. HTML and CSS. Optimize graphics for Web. Microsoft Office; Word, Excel, Outlook.

Producer | Designer: Web, video, print. Freelance Contractor » 6/08 - 3/10 » Beaverton, Ore.
Ideation and production of marketing campaigns. video, print and web. Development of concepts, messaging, copywriting, editing, graphic design, photo source. Publish material for promotion.

Total concept to deployment for several new-to-web enterprises delivering a high-impact online presence

- » Wrote, designed and produced product; brochures, packaging, POP displays, direct-mail, advertisements, banners and vehicle wraps.
- » Deploy e-mail and social-media campaigns that consistently drive greater-activity.

Software Environment: Adobe Creative Suite; InDesign, Photoshop, Illustrator, Dreamweaver, Premiere and Acrobat. Website content management; ASP.Net Storefront, WordPress, ZenCart. Linux Apache web server management and administration. Website development and content management Adobe Dreamweaver. HTML, HTML5, XML, PHP and CSS3. Integrate Javascript, and JQuery functions. Manage online properties. Optimize graphics for Web. SQL database management. Microsoft Office; Word, Excel, Outlook. Chaos Intellect(CMS) Salesforce. iContact and ActiveCampaign for e-mail marketing.

Marketing Communications Lead Willamette Dental Group » 12/06 - 6/08 » Hillsboro, Ore.
Primary owner of total development for outbound marketing and promotions. Produced and implemented direct marketing campaigns including; list management and lead generation. Wrote and designed product catalogues, brochures, sales letters, mass e-mail, press releases and plan literature.

- » Designed collateral improvements resulting in five-figure cost savings in marketing material costs.
- » Marketing liaison to executive management, legal, compliance, sales representatives and medical practitioners with typical 98% buy-in rate.

Software Environment: Adobe Creative Suite; InDesign, Photoshop, Illustrator and Acrobat. Public website maintenance and content management, Dreamweaver and hand-code HTML, PHP and CSS. Manage intranet properties and optimize graphics. Microsoft Office; Word, Excel, Outlook. Microsoft SharePoint. SalesLogix. ConstantContact for e-mail broadcast.

Executive Manager | Account Planner Parker Madison Marketing » 4/99 - 5/05 » Tempe, Az.
Led strategy and creative direction of branding, promotion and advertising campaigns. Software A, D, F, G.

- » Directed creative, production and placement of advertising in 120 markets for the Harlem Globetrotters. Campaigns yielded 12% increase in ticket sales.
Conceived and directed B-to-B product promotions for global high-tech manufacturer.
Instrumental in company revenue growth of \$121 MM to \$424 MM in four years.
- » Led promotional strategies for Governor's Innovation Awards, AIDS Walk and Phoenix AAF Chapter resulting in significant increases in attendance for fundraising events.

Software Environment: Adobe Creative Suite; InDesign, Photoshop, Illustrator and Acrobat. QwarkExpress. Linux Apache web server management and administration. Website development and content management hand-code HTML, PHP and CSS. Integrate 3rd-party applications. Manage online properties and optimize graphics for Internet. Microsoft Office; Word, Excel, Outlook. Time & Chaos(CMS) and SalesLogix.

Education

BA: Visual & Performing Arts, Ohio University ■ MBA: Marketing, Arizona State University