

- ⦿ Creative Direction
- ⦿ Branding
- ⦿ User experience
- ⦿ Graphic design
- ⦿ Copywriting
- ⦿ Responsive web design
- ⦿ Automated Marketing
- ⦿ Development w/ HTML5, CSS3, Javascript & PHP

Employment

Digital Designer Act-On Software Professional Services » 9/14 – present » Portland, Ore.
Lead creative direction, build and deliver web-promotion assets for Act-On Software users. Design and produce device-responsive media-rich emails, landing pages, web-forms, templates and content for online promotions. Integrate assets into automated marketing campaigns. Total project production, from creative brief to published property. Code in HTML5 and CSS3, Javascript, integrate rich media to produce engaging web properties. Build to industry best practices and deliver industry leading solutions. CMS builds with Act-On Software. Software A, B, D, F, G, I.

- » Effectively taken charge of entire project from concept, design, and coding; to delivering web design solutions to production for more than 50 subscribers per year that exceeded expectations.
- » Recognized with Outstanding Performance Award for raising the standard of design.
- » Custom asset designs (8 out of 12) are featured on Act-On website in organization portfolio.
- » Go to designer for production of industry leading design projects for the department. Produced and maintain intranet including production of case studies and best practice guides.

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.

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.

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. Software A, D, E.

Designer: Web | Print Independent 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. Software A, B, C, D, F, H.

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. Software A, D, F, E, G, H.

- » 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.

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.

Education

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

Software Environment

- A)** Adobe Creative Suite CS-5/CC; InDesign, Photoshop, Illustrator, Dreamweaver, After Effects and Acrobat.
- B)** Website development and content management Adobe Dreamweaver. HTML5, XML, PHP and CSS3. Integrate Javascript, AJAX and JQuery functions.
- C)** WordPress, ZenCart, ASP.Net Storefront & manage online properties. Optimize graphics for Web. SQL database management.
- D)** Microsoft Office 2010; Word, Excel, Outlook.
- E)** SharePoint.
- F)** CRM: Chaos Intellect.
- G)** Salesforce.
- H)** E-mail broadcast: ActiveCampaign, iContact.
- I)** Act-On. MailChimp.