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SUMMARY

I'm a web designer, front-end developer, and digital marketing specialist with 11 years of experience. I have in-depth front-end web design and development skills for websites ranging from small, static sites to enterprise-level content management systems.

I provide a holistic approach to projects; I look beyond the development process to identify business needs, usability issues, and consumer behaviors, in order to deliver sites and applications that identify with target audiences.

I'm interested in mid-to-senior level front-end web designer/developer, UX designer, or email marketing positions in or near San Diego.

TECHNICAL SKILLS

Web Design and Development

- Proficient in HTML, CSS, Adobe Creative Suite, Microsoft Office
- Familiar with Javascript and JQuery

Content Management Systems

- Proficient in Oracle Stellent UCM and Ektron
- Familiar with PHP-based systems and Wordpress

E-mail Marketing Applications

- Proficient in ExactTarget and Mailchimp
- Familiar with Pardot Marketing Automation

UX Processes

- Proficient in Information Architecture, Wireframes, Workflows
- Familiar with Content Strategy, SEO, Taxonomy

Analytics, Advertising

- Familiar with Google Analytics, Google Adwords
 - Familiar with manual and automated measuring and reporting processes
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EXPERIENCE

Web Development Specialist

May 2013 to
present

AMN Healthcare, San Diego, CA

My main duties included the design of web and mobile templates for the Ektron content management system to reflect and expand on the corporate and service brands. I also designed, coded and deployed HTML email templates and online newsletters using ExactTarget. I provided content management contribution, support and troubleshooting for the Ektron CMS. I designed various web graphics using Adobe Creative Suite for use in online advertising and social media such as Facebook, LinkedIn, and Google+.

- In addition to my usual duties, I also provided design and development of HTML email templates and landing pages for AMN's new E-mail marketing automation initiatives, using the Pardot marketing automation application.

Interactive Marketing Consultant

October 2011 to
June 2013

Fairview Health Services, Minneapolis, MN

My duties included development of web templates on the Oracle Stellent CMS, to reflect and expand the corporate brand. I also developed architecture and content strategies for online content and interactive marketing tools. I designed, deployed, and analyzed HTML email templates, forms, and online newsletters for internal and external business groups to be viewable on desktop and mobile platforms. I developed strategies and processes for SEO, and web analytics reporting. I researched new applications and methods for use within various business groups, and trained associates in processes and methods for the development of interactive marketing materials. I worked with associates across various business groups to educate, develop strategies, and make recommendations on interactive marketing processes.

I was also involved in the following projects:

- Redesigned and developed templates, architecture and content strategy for several areas of the corporate websites
- Developed new HTML e-mail marketing processes, designs and various deployment strategies for internal and external communication initiatives
- Developed tracking and reporting processes for the corporate websites and HTML email marketing campaigns using Google Analytics
- Developed Google Plus social media strategies to align with PPC objectives

Web Design Consultant

September 2008
to October 2011

Medtronic USA Inc., Fridley, MN

I developed and maintained web content on the Oracle Stellent CMS to maximize functionality and reflect the corporate brand. I also designed and maintained websites, email templates, forms, and online newsletters for internal and external business groups to be viewable on desktop and mobile platforms. My major projects at this position included:

- Updating the CRDM Product Performance Report website to reflect current performance of all associated cardiovascular devices
- Designing, developing and maintaining websites for internal initiatives
- Content layout design and development for Health Care Professionals website

EDUCATION

Saint Mary's University of Minnesota

2006-2011

Minneapolis, MN

- Bachelor of Science in Marketing

St. Cloud Technical College

2000-2002

St. Cloud, MN

- A.A.S in Advertising and Web Design