

STATEMENT

I am a creative, driven professional noted for an exceptional appetite to learn. With a strong track record of engaging a variety of audiences through the implementation of digital marketing fundamentals; my passion is leveraging new technologies and building custom developed web solutions to better understand the buyer's journey, optimize marketing efforts, and ultimately drive revenue.

EDUCATION

Bachelors of Arts -Western Washington University 2011
Communications
Internet Resource Creation and Management

SKILLSET

- Marketing strategy design and deployment
- Responsive web development and design (Mobile and tablet optimization)
- Demand generation, targeted advertising and digital marketing analytics
- Budget allocation, media buying, and vendor management
- Project management in the IT and development spaces
- Adaptive personality with a strong desire to learn
- Effective and efficient communication skills
- Strong problem solving skills
- Photography and Video production
- Light graphic design and asset adjustments

TECHNOLOGIES

- HTML5/CSS3, PHP, MySQL, Javascript, JQuery, Wordpress, responsive frameworks
- Google Analytics (Individual certificate available upon request)
- Simply Measured social analytics / Sprout Social content publishing tool
- Pardot Marketing automation, Mailchimp and similar ESP
- Salesforce CRM, custom APEX development
- Google Adwords and Bing Ads Marketplace
- Advanced MS Excel (Custom VBA macros, pivots, dashboard visualizations)
- Adobe CC: Lr3, PS, InD, Illustrator, PrPro, Ae
- Optimizely A/B testing
- Meraki systems manager and network hardware

EXPERIENCE

Senior Online Marketing Manager
Valant

Reporting to the VP of Marketing, I am the only senior member on a small marketing team. As we've prepared to take a SaaS product to the healthcare market, I've had a significant role in a majority of the go-to-market efforts. Specifically, my responsibilities included managing a visual rebrand, redesigning the sales funnel and lead generation strategy, budgeting of nearly \$1 million in marketing funds, setting KPI reporting schedules, and designing and executing our digital advertising strategy. Additionally, I also manage all technical marketing: personally developed new websites, implemented Pardot marketing automation systems, and integrated all of our data points to provide insights at every step of our sales funnel.

Seattle, WA, Aug 2014-Present

EXPERIENCE
 CONT.

Interactive Marketing Manager

SST Group, LLC

Reporting to the VP of Marketing in this agency like setting, I managed all interactive marketing campaigns and strategies across several brands. This position had a wide reach of responsibilities that included email marketing strategy design and deployment, social media community management and content generation, SEM strategy design and deployment, digital reputation management, analytic reporting, photographic asset creation, and all website design and development management. Additionally I was able to step into other departments as project manager for IT and networking projects, large scale security camera system management, and operations reporting.

Bellevue, WA, December 2012-August 2014

Web Production Specialist

Costco Wholesale

In the role of E-Commerce Web Production Specialist for Costco Wholesale, I worked in tandem with developers and buying teams to successfully transfer 30K+ products from the existing website to a new web platform. I was charged with ensuring that all products were properly documented, making changes to the web content as well as product categories based on analytic reporting. Additionally, I designed and deployed several department wide process's that are still in use today.

Issaquah, WA, April 2012- December 2012

Video Content Creator

Freehub Magazine

Worked under the tutelage of the senior production specialists, producing video advertisements, photographs and other online content as well as web design projects in support of online marketing and editorial efforts for a leading print and online mountain biking magazine.

Bellingham, WA, Dec. 2010-Dec. 2011

Freelance Web Design and Photographic/Video Production

Contracted web development, photography, video production, and social media
 Seattle, WA, 2007-Present

ACCOLADES

- Allocated a total of \$5 million in marketing resources over the last 3 years.
- Oversaw a visual rebranding, redesigned website and marketing automation resources, redefined sales funnel and lead generation strategy, and launched a go-to-market strategy in a single fiscal quarter for a new B2B SaaS EHR product.
- Consistently decreased marketing administrative and operating costs, while increasing the ROI of marketing resources.
- One of the first known advertisers to accurately track both mobile and desktop web traffic generated by ads on the Pandora music application.