

Objective

Presenting my skills as an expert web designer, front end developer, search marketer and information architect so that we can discuss how my proficiencies can enhance the effectiveness of your creative team.

Recent Employment Accomplishments

Web Design Consultant at Insurance Auto Auctions | 2011

Architected, designed and coded a completely custom front end interface and framework for the mobile browser version of **Auction Center** using **HTML 5** and **CSS 3**. This framework was also used for the **CSA Today** mobile browser product. **Constructed wireframes** for IAA products such as **AC Mobile**, **Ibid Live**, and **Auction Center**. **Prototyped** visual design directions for the Auction Center **iPhone and Android apps**.

Sr. Web Designer at Liquidus | 2010-2011

Imagined and accomplished design and UI improvements and innovations for the range of products and services offered by Liquidus Marketing in Chicago. Produced creative for Video on Demand projects for national brands such as **Comcast** and **Dex**.

Updated the Liquidus brand by designing new logos for not only Liquidus corporate, but each of the flagship products (such as Bannerlink, Videolink, and Mobilelink). Mapped out information architecture and wireframes for the new Liquidus.net website. **Created** complete site-wide comps and worked closely with the director of user experience to ensure the new designs met the marketing goals of Liquidus. Hand coded site-wide html/css once the designs were approved. Coordinated with the Sr. Production Manager to ensure a smooth site launch. Worked with internal resources to make further UX improvements and updates to the site.

Interactive Designer at Fusion92 | 2008-2010

Designed and coded top notch standards compliant interactive for national brands such as **Siemens**, **H & R Block**, **Omron**, **Sears**, the **American Dental Association** and **Georgia Tech**.

Created and developed organic search engine optimization and paid search marketing campaigns for Georgia Tech, Jones Dairy Farm, and The Revere Group. Also consulted on an organic SEO campaign for a **Sara Lee** microsite.

Planned and executed a search engine marketing process for Fusion92. Established internal best practices through writing an SEM glossary, educating teammates, giving company-wide talks on topics such as SEO and social media, and developing standards such as an SEM analysis process. Became a social media evangelist to the account team and enhanced their ability to pursue sales leads through social media.

Initiated and managed Fusion92's search engine optimization, social media, and paid search campaigns. Executed keyword research on the Fusion92 website (2008 version as well as the redesign in 2009). Utilized link building practices to take control of Fusion92's search results page on Google. Built a complete Google Adwords campaign to drive targeted traffic that included geotargeting, negative keywords, and ad groups that utilized A/B testing. Also effectively employed Facebook advertising for recruitment. Set up standardized monthly reporting to track keyword rankings and data segmentation in Google Analytics.

Lead Designer at Direct Hit Solutions | 2007-2008

Rebranded the company and introduced a new website. Spearheaded branching off into web development and recruited the current lead developer. Was tasked with web, graphic and logo design, information architecture, business development, interviewing and hiring new developers, copywriting, and SEO.

Proficiencies

HTML4/XHTML 1.0 Strict/HTML5 (Expert, 8 years experience)
CSS2.1/CSS3 (Expert, 6 years experience)
Information Architecture (Expert, 3 years experience)
Photoshop (Expert, 10 years experience)
Dreamweaver (Expert, 8 years experience)
InDesign (Expert, 9 years experience)
Illustrator (Intermediate, 5 years experience)
Wacom Tablet (Expert, 9 years experience)
SEO (Expert, 4 years experience)
PPC (Expert, 3 years experience)
Copywriting (Advanced, 11 years experience)
Google Analytics (Expert, 4 years experience)
Google Adwords (Advanced, 3 years experience)
Google Docs (Advanced, 2 years experience)
Flash Animation (Intermediate, 8 years experience)
Fireworks (Intermediate, 8 years experience)
Microsoft Office (Expert, 13 years experience)
Premiere (Intermediate, 8 years experience)
Drawing (Advanced, 20+ years experience)

Education

Pensacola Christian College

2000-2004 Graphic Design with a double minor in E-Business and Advertising

Relevant courses taken

Ad Design
Advanced Drawing
Copywriting
Design Fundamentals I
Design Fundamentals II
Drawing I
Drawing II
E-Business
Graphic Design I
Graphic Design II
History of Art
Intro to Printing Technology
Intro to Programming
Lettering and Typography
Modern Publications
Painting I
Painting II
Photography
Web Programming