



EDUCATION

July 2016

Certificate, Human Interaction Design

Coursera
UC San Diego

May 2015

MBA, MIS Concentration

Erie, PA
Penn State University - The Behrend College

December 2013

B.S., Marketing

Certificates in Social Media & Advertising
Erie, PA
Penn State University - The Behrend College



DESIGN SKILLS

Adobe Creative Suite

| | |
|----------------|--------------|
| Photoshop CC | InDesign CC |
| Illustrator CC | Lightroom CC |
| Dreamweaver CC | Premiere CC |

Design-Related Skills

Developing Mock-ups and Wireframes
Needfinding and Prototyping
WordPress and Drupal Content Management
Project Management
Mobile-friendly Design
Email Design and Marketing
Search Engine Optimization
Copywriting
Typography



CODING SKILLS

Proficient in:

HTML
CSS3
SASS

Working Knowledge of:

Javascript
jQuery
PHP
Git
SQL



EXPERIENCE

September 2016 - present

Website Designer

Townsquare Interactive

August 2013 - present

Freelance Designer

A. Smith Designs

September 2015 - August 2016

Marketing Consultant, Web Designer

Storey Marketing

May 2015 - September 2015

Marketing Specialist

Lake Erie College of Osteopathic Medicine

August 2014 - May 2015

Web Developer, Graduate Assistant

Penn State University

February 2014 - May 2014

Digital Communications Intern

The Regional Cancer Center

August 2013 - December 2013

Marketing & Communications Intern

Junior Achievement of Western PA



MARKETING/BUSINESS SKILLS

Proficient in:

Microsoft Office suite - Word, Excel, PowerPoint, Publisher
Google Analytics
Google Adwords
Email marketing - Constant Contact, MailChimp
Social media scheduling - Hootsuite, Buffer
Content creation & copywriting
Working in Mac and Windows environments

Working Knowledge of:

SQL database management
CRM software
ERP software

Other Business-Related Skills:

Experience giving professional presentations, leading teams, instructing students/clients, and working directly with clients.

ABOUT ME

INTERESTS



Coffee



Gaming



Cycling



Traveling

Podcasts, nerdy conventions, craft beer

BIO

I'm a 20-something designer who grew up in Erie, PA and currently resides in the Charlotte, NC area. I've been designing graphics and websites since middle school and I understand that web design is as much a science as it is an art. My background in marketing and information systems gives me a diverse skill set and I am constantly pushing the boundaries of what I'm capable of.

If you are looking for someone who is enthusiastic, driven, and multi-talented, I am your gal.



EXPERIENCE IN DETAIL

September 2016 - *present*

Web Designer

Townsquare Interactive

- Developing fresh, creative ways to engage visitors on existing, live client sites
- Incorporating the latest web/marketing trends while minimizing complexity
- Working in a constantly evolving start-up environment
- Making edits to several sites daily with a focus on multi-tasking and quality
- Daily use of HTML, CSS, Javascript, Wordpress, and Adobe Photoshop CC

August 2013 - *present*

Freelance Designer

A. Smith Designs

- Developing and maintaining sites for small business clients and nonprofits
- Designing and maintaining email blast campaigns using Mailchimp
- Strong focus on graphic design, logo design, and full digital marketing campaigns
- Emphasis on mobile-friendly website and email design
- Leading educational sessions for those interested in managing their own campaigns

September 2015 - August 2016

Marketing, Web Designer

Storey Marketing

- Designed mock-ups and maintained sites for medical, pharmacy, and other clients
- Developed and updated online store using Magento platform
- Interacted directly with clients to design sites that focused on branding and UX
- Emphasis on mobile-friendly design and SEO best practices
- Other job duties - Social media scheduling, content creation, print design

May 2015 - September 2015

Marketing Specialist

Lake Erie College of Osteopathic Medicine (LECOM)

- Played an active role in the full redesign of multiple, large-scale websites
- Attended and marketed several corporate style events
- Designed and printed marketing materials, including brochures and print ads
- Part of a 3-person marketing department responsible for an entire health system

August 2014 - May 2015

Web Developer, Grad Assistant

Penn State University

- Worked within Drupal to develop and design sites for nonprofit clients
- Led a group of 10 interns in developing and maintaining multiple sites
- Taught classes on design and basic javascript implementation
- Worked with databases and performed back-end management
- Was a major player in bringing modern web/dev practices into curriculum

February 2014 - May 2014

Digital Communications Intern

The Regional Cancer Center

- Created promotional material and assisted in planning events
- Completed miscellaneous administrative duties
- Executed their annual campaign for donors and participants
- Played an active role in the redesign of their website and ongoing maintenance
- Routinely updated content on site and focused on content-driven design

August 2013 - December 2013

Marketing & Comm Intern

Junior Achievement of Western PA

- Worked with local advertising agency to redesign and maintain website
- Designed and printed marketing materials for several campaigns and events
- Updated and measured social media efforts, managed events and promotions
- Created blog entries, web content, and other documents for company intranet

October 2012 - April 2013

Community Relations Intern

The Tom Ridge Environmental Center

- Created annual advertising plan and deliverables
- Contact person for local and regional media outlets
- Designed and placed print ads and radio spots
- Managed expenditures and was able to work with a \$5000 budget to deliver quality marketing materials to gain new visitors and donations