

## Digital Content Specialist

Zurn Water Systems

January 2021 - Present

- ❖ Created sitemaps for 2 site redesigns
- ❖ Worked with peers to create page mockups that aligned with stakeholder's needs
- ❖ Wrote site content with SEO best practices
- ❖ Actively managed content in Kentico CMS using HTML and CSS
- ❖ Used Adobe photoshop to edit images for web
- ❖ Designed hubspot marketing site
- ❖ Used Google Analytics to track lead growth

## Digital Content Specialist

Contracting Firm: Aerotek

Working for: Generac Power Systems

May 2018 - June 2020

- ❖ Creating landing pages (translating a visual mockup into HTML, CSS, Javascript)
- ❖ Organized and coordinated Generac Industrial and Mobile webinars using GoToWebinar
- ❖ Re-writing and creating site content with SEO in mind
- ❖ Researched industry and culture for expanding website (Generac Australia)
- ❖ Spearheaded new Australian version of generac.com by assisting in wireframing, content development, and page flow layout
- ❖ Actively managed content in Kentico CMS
- ❖ Implement an interactive 3 tier map to show different stages of a construction site with points

where Generac products would be used. HTML, CSS, and JSON were used for this project.

## Digital Marketing Specialist

Nev's Ink, Inc

May 2017 – February 2018

- ❖ Managed websites and social media
- ❖ Gained experience with Joomla CMS, Wordpress, and Wix
- ❖ Redesigned manufacturing and vendor bidding websites (front-end) using Wix
- ❖ Copywriter for blog articles and social media posts
- ❖ Photographer for social media, Amazon, and the website
- ❖ Used Adobe Illustrator to re-create product images for new website

## Migration Project Manager Intern

Web Technologist – University of Wisconsin Platteville

(1 semester- Jan 2016 to June 2016)

- ❖ Transitioning four content sections into one using Drupal 7
- ❖ Organizing and transitioning old URLs to new shortened URLs
- ❖ Created new page content (web forms, buttons, uploading documents and photos)
- ❖ Met with content stewards to ensure pages matched their specifications and discuss changes

## Web Technologist

University of Wisconsin- Platteville

Dec 2014- Jan 2017

- ❖ Met with campus departments to create and edit specific web forms and pages
- ❖ Worked with campus partners to acquire information and graphics for image maps (PhotoShop)

## Seminars & Workshops

- ❖ Learn at Northwoods: Search Engine Optimization & Google Analytics
- ❖ Learn at Northwoods: Intro to Google Analytics
- ❖ Learn at Northwoods: Mobile Apps- the Why, the How, & the Whether or Not
- ❖ Learn at Northwoods: Emerging Trends in Website Design for 2017
- ❖ Learn at Northwoods: SEO in 2017 and Beyond
- ❖ Learn at Northwoods: Websites for Manufacturers

## Skills and Technology

HTML5	JSON
CSS3	Bootstrap
Jquery	JavaScript
Responsive Design	Wireframing
Content Development	Wix
GoToWebinar	Drupal
Adobe Photoshop	
Adobe Illustrator	
Google Analytics	
Kentico	
Wordpress	
Joomla	

## Education

**University of Wisconsin- Platteville**

Bachelor's Degree (May 2017)

Media Studies- Emphasis in Web Development

**Cardinal Stritch University** (2012-2013)