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## RELATED WORK EXPERIENCE

**Franchise Times Corporation**, Minneapolis MN

08/2011 -Present

### *Digital Development Manager*

- Manage, update and enhance the websites for Franchise Times, Restaurant Finance Monitor Foodservice News, Food On Demand and The Charlie Awards
- Content development including Q/A testing for best user experience
- Advance the digital presence of the company's content, responsible for improving the inbound traffic and Google rank by implementing effective search engine optimization strategies
- Manage the ad server, newsletters and email databases, blogs, white papers, directories, YouTube channel, Twitter, LinkedIn and all other digital channels that provide content to readers and customers.
- Prepare and communicate web analytics for all online marketing activities
- Ensure that various offerings are positioned effectively online and that the revenue impact is maximized.

*Franchise Account Executive*

08/2011 - 03/2015

- Search for and work with prevailing Franchisors to advertise in a monthly national publication
- Create marketing material for staff; manage email marketing and direct mailing
- Member of website committee to oversee design and content changes, Head of SEO strategies
- Manage and sell digital advertising on company website, point of contact for digital campaigns

**E&M Consulting Inc.**, Chanhassen, MN

08/2009 - 08/2011

### *Graphic Designer / Sales Associate*

- Experience working in the graphics department creating ads and publication layouts
- Worked on a team to update company website, implemented new digital strategies
- Developed and managed system of distribution for promotional material
- Partnered with Non Profit Trade Associations to sell advertising space in their publications we create

·Responsible for tracking the Midwest Sales Region and sponsored projects for improvement

## **EDUCATION**

**ITT Technical Institute**, Eden Prairie, MN

Major: **Information Technology- Multimedia**

Degree: **Associate of Applied Science**, November 2008

## **Technical Summary**

·Extensive Knowledge of: HTML5; CSS3; JavaScript; Adobe Creative Cloud; WordPress; SEO; Twitter; Mail Chimp; Constant Contact; Microsoft Office Suite 2003-2017; Windows; Mac; iOS;

·Working Knowledge of PHP; Google Analytics; Open-X; Double Click for Publishers; GotoWebinar; Android

## **External Links**

[LinkedIn](#) • [Portfolio](#) • [GitHub](#)