

**PROFILE**

I am an accomplished creative with over a decade of experience growing business for clientele including Sykes Enterprises, Honda, and Hudson's Furniture. As a professional my goals are simple: reduce headaches and create meaningful experiences.

**SKILLS**

- **Customer Service Management** ([SetMore](#), [ZenDesk](#), [Zopim](#))
- **Data Analysis & Collection** ([Google Forms](#), [Survey Monkey](#))
- **Digital Media Design** ([Adobe Creative Suite](#))
- **Ecommerce** (Amazon Seller Central, [Stripe](#))
- **Internet Marketing** ([Campaign Monitor](#), [Hootsuite](#), [Yelp](#))
- **Project Management** (Agile, [Basecamp](#), [Jira](#))
- **User Experience Design** ([InVision](#), [Proto.io](#), [UsabilityHub](#))
- **Web Development** (CSS, HTML, Javascript, [Wordpress](#))
- **Webmaster** (FTP, [GitHub](#), [Google Analytics](#))

**EXPERIENCE****[Hudson's Furniture](#) • [Director Of Digital \(Contract\)](#) • 2015-Present**

- Digital Strategist and Social Media Adviser for the executive leadership.
- Developed branded surveys that evaluate customer satisfaction and intelligently displays proper communication channels based upon response sentiment.
- Webmaster and Content Manager for the corporate ecommerce website and all Google My Business and Yelp profiles.

**[MerchBee](#) • [Project Manager \(Contract\)](#) • 2016**

- Directly managed a globally distributed team of 9 members.
- Developed key wireframe sequences and conducted usability testing.
- Webmaster and Content Manager for the corporate website.
- Established customer service and technical support systems.
- Developed branded surveys to collect new feature requests from and evaluate the overall satisfaction of MerchBee's community.

**[Tupperware](#) • [Instructional Designer \(Contract\)](#) • 2015**

- Collaborated with the Group President of Tupperware Americas to create keynote presentations outlining major corporate initiatives for 2016.

**[Honda](#) • [Senior User Experience Designer \(Contract\)](#) • 2015**

- Designed complete wireframe sequences and conducted usability testing within simulated roadside assistance situations.

**[Sykes Enterprises](#) • [User Experience Designer \(Contract\)](#) • 2015**

- Oversaw 3 enterprise-scale projects as Project Manager and directly managed multifaceted teams exceeding 15 members.
- Collaborated with executive leadership to translate business strategies into

applications that support over 40,000 active employees.

- Developed key wireframe sequences and interactive prototypes then conducted on-site usability tests with groups exceeding 100 users.

#### **Telespeak • Director of Marketing • 2014-2015**

- Rebranded entire company including all products and services.
- Developed responsive company website (inactive).
- Managed weekly email campaigns to over 33,000 subscribers.
- Created print ads and authored articles for ChannelVision Magazine.
- Designed company trade show booth and attendee experience.

#### **Full Sail University • Lab Specialist • 2011-2014**

- Facilitated learning and enhanced curriculum across 13 courses including Web Interface & Usability, Designing for Web Standards, and Rich Media Optimization.
- Updated curriculum to reflect best practices and address feedback.
- Led monthly extracurricular lectures on branding, color theory, and user experience.
- Marketed and formed partnerships with industry leaders including Designzillas, Push, and Rackspace to provide graduates with quality career opportunities.

#### **ESPN • Producer (Contract) • 2011-2012**

- Directed event coverage, managed diverse production staff, and led star athlete interviews for Twirl Mania 2011, the largest baton twirling competition in the US.
- Produced the ESPN3 broadcasted 2011 Diamond Citrus Classic promos.
- Motionographer that handled animations and bumpers for the ESPN Rise Games.
- Produced highlights for the 2011 Contest of Champions Nationals that collectively received over 250,000 views in 30 days on YouTube.

## **RECOGNITION**

Throughout my career I have received over 20 awards, including numerous Site of the Day awards from organizations like CSS Gallery and Design Shack. I have also been recognized in industry publications including InstantShift and Top Design Mag.

## **EDUCATION**

#### **Full Sail University • Entertainment Business Master's • 2010-2011**

- Received the Course Director Award for Brand & Storytelling Development from Ken DeGilio who said "You truly understand how to build complete brand experiences."

#### **Full Sail University • Digital Arts & Design Bachelor's • 2006-2008**

- Featured Artist in Full Sail University's 2007 Art Gala.

## **CONNECT**

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