

LEAH HOVIG

leah@leahhavig.com | <http://www.leahhavig.com>

DIGITAL • MARKETING • ANALYTICS

Web Development HTML5, CSS3, JavaScript, jQuery, Python

Graphic Design Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Adobe Premier

PROFESSIONAL EXPERIENCE

Manager of Digital Content & Operations, CBS Radio, Las Vegas, Nevada, 06/2007 – 05/2015

Duties: Managed content creation and digital marketing for over 5 radio stations. Specialized in leading projects across Programming, Engineering, Promotions, Video Operations, Digital Sales and Business Development. Lead a team that designed, developed and incorporated blogs, photo sharing, event calendars, news posts, newsletters, social media and live events.

Project Highlights:

- Increased digital video views by 31% (2014 vs. 2013) on owned and operated digital properties through A/B tests, iterative and data-based programming strategies, cross-functional leadership, and evangelizing best practices to senior leadership at CBS Radio
- Defined projects, drove collaboration across internal engineering teams for live streaming, managed partnerships (Google, AOL, Radio.com, Facebook & Twitter), sponsored campaigns and directed 25 internal staff members to grow social media views by 26% (2015 vs. 2014)

Store Developer & Designer, Ventura Web Design, Las Vegas, Nevada, 05/2004-08/2007

Duties: Designed, developed and implemented client websites for ecommerce stores on Yahoo Merchant Solutions ® platform.

Project Highlights:

- Managed online store platform, included feature functionality, user experience, landing page optimization, promotions and site refreshes
- Assisted the Ecommerce Content & Production Manager in the set up of product records and online promotions on the Yahoo Merchant Solutions ® platform

EDUCATION

BA, Biological Science
San Jose State University, San Jose, California

AS, Web Design and Interactive Media
Art Institute of California, San Francisco, California