

## Professional Experience

---

### Web Developer/Marketing Team/BBVA Compass

**October 2018 – present**

- ❖ **Work** with marketing managers, legal teams and lines of business to define and create end-to-end digital experiences and enhancements that are seamlessly integrated across all digital customer touch points
- ❖ **Partner** with various team members to perform quality assurance, functional testing, validations, and process documentation to ensure error free online and mobile deployment across multiple devices
- ❖ **Work** closely with multiple teams to actively monitor digital journey performance, improve SEO, the user experience and assess technical challenges
- ❖ **Provide** expert knowledge to internal groups to assist in determining campaign strategy
- ❖ **Work** closely with the online banking application and website team in Agile environment to optimize the performance of marketing campaigns, end to end from ad placements, through to product sales and fulfillment
- ❖ **Manage** projects to make sure we meet hard deadlines and follow established processes and policies
- ❖ **Communicate** with key stakeholders on digital campaigns, channel, and funnel optimization efforts
- ❖ **Research and identify** new trends to improve the company's CRM landing pages using mobile first technology
- ❖ **Create and build** new banners and landing pages, edit existing content utilizing existing components and continually audit and update existing content based on performance metrics
- ❖ **Collaborate** with the marketing team across the country to achieve campaign objectives and optimize conversion funnels for CRM page designs and creative needs to create new and inspired marketing materials that targets specific channels and customers
- ❖ **Proven** ability to work well individually and effectively with team members across the country, remotely
- ❖ **Ability** to meet stringent deadlines and work in a fast-paced creative environment

### Web Developer/Web Team/BBVA Compass

**October 2016 – October 2018**

- ❖ **Train and mentor** content authors in Adobe Experience Manager (AEM) content management process and self-authoring tools
- ❖ **Define and prioritize** required work with internal teams to incorporate them into development cycles/sprints through story development pushing pages through lines of business and legal for the approval process
- ❖ **Collaborate** with internal teams, campaign leaders, copywriters, and design resources to redefine the digital customer experience strategy to consistently produce high quality content that achieves business goals
- ❖ **Partner** with various stakeholders to define, test, validate, and implement new features and ideas that drive value to the customer and the business
- ❖ **Aid** in strategy and assist in execution of roadmap for the digital customer journey across digital touchpoints
- ❖ **Work** closely with development teams to actively monitor digital journey performance and assess technical challenges
- ❖ **Build** new landing pages and edit existing content utilizing existing components and continually audit and update existing content based on performance metrics
- ❖ **Ensure** content guidelines clearly communicate audience, message, voice, tone and content presentation style to support a consistent website experience
- ❖ **Stay up to date** with content marketing trends and lead teams to explore new content deliverables

### Independent Web Designer/Developer - Stratus Web Designs

**October 2010 - December 2018**

- ❖ **Design** project from conceptualization stage to its implementation and completion stage
- ❖ **Develop and design** detailed work plan which identifies steps needed to successfully complete project
- ❖ **Effectively communicate** ideas, designs, expectations and the specifics of the user centered design process to team members
- ❖ **Organize and prioritize** work schedule and monitor progress towards completion of project
- ❖ **Manage** project flow, and ensure deliverable milestones are met

- ❖ **Identify and solve** problems and provide practical solutions
- ❖ **Responsible** for data research, data warehousing, and designing and maintaining marketing reports and dashboards to track key performance indicators (KPIs).
- ❖ **Communicate** status updates and work directly with clients to determine project specifications
- ❖ **Perform** validation and cross-browser compatibility of websites and ensure overall quality of project
- ❖ **Instruct** clients on usage after completion of project so they will know how to add or edit content
- ❖ **Exhibit** excellent communication skills in tandem with technical knowledge to help resolve problems and complete projects

## **Skills**

---

- ❖ CMS: Adobe Experience Manager (AEM) and WordPress
- ❖ Bootstrap frameworks, JavaScript, HTML5, CSS (Flexbox, Grid) Visual Studio Code; Proficient in PHP
- ❖ Adobe Analytics, Google Analytics, Google Adwords
- ❖ Agile and Scrum experience
- ❖ Workfront, Asana, JIRA, GitHub
- ❖ Adobe Creative Suite: Adobe InDesign, Illustrator, Photoshop, and Premiere
- ❖ Microsoft Access, Excel, PowerPoint, Word, and Outlook

## **Education**

---

Jefferson State Community College –A.S. Web Technologies  
 UAB, Birmingham, Alabama – B.A. Social/Psychology and Spanish Minor  
 University of Jaen, Spain – Studied abroad

## **Accomplishments and Recognition**

---

Received "Star Award" which recognizes above-and-beyond performance and team contributions from 2017-2021  
 Member of LeaderLINK at BBVA Compass which teaches employees to network, socialize and become leaders  
 Webmaster for NAMI Birmingham – A non-profit organization that aids in the education, research and support for those with mental illnesses.