

Director of Marketing Director of Marketing Gilbert, AZ Authorized to work in the US for any employer Work Experience Director of Marketing Backyard Accents - Phoenix, AZ May 2016 to Present Front End Developer Yeager North - Scottsdale, AZ February 2012 to May 2016 Worked closely with multiple departments to create and maintain the front end code for various clients many of which are Forbes Top 100 tech companies, using web programming languages such as HTML5, CSS, JavaScript, and MYSQL. Developed custom marketing campaigns using automated marketing platforms and CRMS such as Marketo, ACT-ON, Interspire Email Marketer, Wordpress, Joomla, and ZenDesk. Front End Developer / Marketing Automation Specialist BIG Marketing - Orlando, FL October 2008 to January 2012 Worked with multiple marketing firms to design, create, test, and execute email campaigns, landing pages, and webinars, that support a variety of lead-generating field events using marketing automation tools such as Marketo, ACT-ON, HubSpot, Capterra, PARDOT. Segmented and managed targeted customers and prospects for email campaigns from internal contact database and external vendors. Analyzed and provided email metrics and lead reports to senior management for ROI analysis and evaluation. Conducted A/B testing to learn personas behaviors in email responses. Education BA in Computer Science University Of Central Florida - Orlando, FL 2006 to 2011 Skills Microsoft Office (7 years), Adobe Creative Suite (7 years), Final Cut Pro (Video Editing) (10+ years), Logic Pro X (10+ years), Search Engine Optimization (5 years), Google Adwords (4 years), ACT-ON (3 years), Marketo Marketing Automation (2 years), ZenDesk CRM (4 years), Linux OS Administration (5 years), CPANEL, PLESK (6 years), Wordpress, Joomla (6 years) Awards American Marketing Association Phoenix Spectrum Awards 2015 Data/Market Research: Customer Relationship Marketing Integrated Marketing Campaign: Service New Collateral: Special Event Material American Marketing Association Phoenix Spectrum Awards 2014 Integrated Marketing Campaign, Services Branding, Services Promotional Giveaways Data/Marketing Research, Customer Relationship Marketing Integrated Marketing Campaign, Self-Promotion The Killer Content Awards 2015 Nurture Campaign Certifications/Licenses Apple Certified Pro - Final Cut Pro X Apple Certified Pro - Logic Pro X

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