

INNOVATIVE INSIGHTFUL INVENTIVE



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TECHNOLOGY AND TOOLS



Adobe Photoshop	HTML CSS Java Script
Adobe Illustrator	Axure / Sketch
Adobe TypeKit	Shopify / WooCommerce
Adobe Stock	Hubspot / ClickFunnels
Balsamiq Mockups	WebinarJam/EverWebinar
Invision / Marvel	HootSuite / Buffer
User Testing	LeadPages / Unbounce
Optimizely/VWO	Google Drive / MS Office

EXPERIENCE & EDUCATION



Brilliant Growth User Interface Designer	Sep 2015 to Present
Velez Media Inbound Marketing Manager	Dec 2011-Aug 2015
Social Spanish Community Manager, Meetup.com	Nov 2008-Feb 2013
Houston Baptist University Marketing & Business Admin., Minor in Spanish	Aug 2003-Dec 2008
New York Institute of Art & Design Graphic Design	Nov 2019-April 2020

CERTIFICATIONS



Google AdWords	SpringBoard UX Design
Google Analytics	Udacity Front End Development
Google Shopping	Facebook A/B Testing
Hubspot Inbound Marketing	Facebook Creative Best Practices

USER INTERFACE DESIGN



Conduct user research in both qualitative & quantitative methods
Construct workflows to solve user experience challenges
Establish visual design strategy and direction
Create high fidelity mockups using photoshop
Transform mockups into working prototypes
Test design impact for ease and clarity with users

STRATEGY & SALES



Improve conversion rate of a sales page by 2% via A/B testing
Generate a 201% ROI using social media advertising
Produce a 431% Return on Investment using an inbound marketing
Devise a Google Shopping Campaign attracting a celebrity photographer
Leverage achievements for press coverage with local magazine
Test Design Creative for Facebook ad campaigns to meet KPIs

INBOUND MARKETING



Interact with prospective clients and educate on digital marketing
Conduct methodical consultations for marketing campaigns
Present marketing, sales strategies, and campaign outcomes to clients
Manage contractors to adhere to project objectives & constraints
Host educational webinars on digital marketing
Extract meaningful insights to fuel improvements