

ANELISE



BERGIN

Software Engineer

Hi there! I'm Anelise, a creative front-end web developer with a unique, valuable variety of expertise. For the past decade I have cultivated my career around marketing, brand experience, and creative design. With twelve years of professional marketing experience and a fresh skill set in full stack web development, I like to consider myself the all-in-one creative solution.

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EDUCATION

- » **General Assembly:** Software Engineering Immersive Certificate
- » **The Ohio State University:** Bachelor of Science in Business Administration; Specialization: Marketing

SKILLS & EXPERTISE

WEB DEVELOPMENT

- » **Front-End:** JavaScript, React, HTML
- » **Back-End:** Node.js, Express, MongoDB, Mongoose, Ruby on Rails
- » **Design/UX:** CSS, Figma, GitHub/Git, Illustrator, Photoshop InDesign, After Effects, Premiere Pro
- » Professional marketing experience working with web development teams to coordinate site and product launches and improve user experience.
- » Extensive experience working in CMS platforms to redesign, edit, and relaunch marketing sites.

MARKETING & BRAND DIRECTION

- » Over 10 years of experience managing brand direction, graphic designers, and content creation.
- » Proven track record managing high-pressure projects and leading teams to success.
- » Eight years of experience leading, hiring and managing marketing teams.

LANGUAGE & OTHER

- » Fluent in Spanish
- » Extensive travel experience spanning four continents and 14 countries.
- » Avid big mountain and backcountry skier, trail runner, and passionate outdoor enthusiast.

PROFESSIONAL EXPERIENCE

SOFTWARE ENGINEERING FELLOW

General Assembly Sep 2021 – Dec 2021

- » Completed the immersive full stack web development software engineering program with a comprehensive curriculum covering multiple frameworks and stacks (including JavaScript, React, MongoDB, and Ruby on Rails), algorithms, and object-oriented programming concepts.
- » Completed three full-stack web applications. See a complete portfolio and more at anelisekathryn.com.
- » Collaborated with web dev teams to execute complex projects from concept to completion with version control using Git/GitHub.

DIRECTOR OF MARKETING & BRAND EXPERIENCE

Woodward Park City Dec 2020 – Sep 2021

- » Developed a comprehensive brand experience strategy and budget at the new Woodward location and hired and managed teams to execute the brand experience strategy.
- » Responsible for overseeing the marketing website and coordinating with product developers, website management teams, and guest services teams to launch seasonal products and marketing initiatives across the marketing site and e-commerce site.
- » Managed the marketing, events, and content teams as well as marketing and PR agencies and coordinated with the POWDR corporate marketing team to develop and implement an advertising plan to budget.
- » Oversaw all event and brand experience activations and coordinated programming strategies across POWDR.
- » Created and implemented a project management system to synergize marketing strategies, execute event calendars, and deliver design and advertising requests for the resort.

PROFESSIONAL EXPERIENCE *continued*

DIRECTOR OF DIGITAL MARKETING & COMMUNICATIONS

Ski Utah

Aug 2019 – Present

- » Oversaw the Content Director, Creative Director, and Marketing Manager and all digital marketing efforts within the brand, including photo, video, design, email, and social.
- » Planned, executed and managed the budget of the annual public relations plan for Ski Utah and its partnered resorts.
- » Coordinated with 30+ marketing and communications directors across Utah's ski industry to develop the yearly communications strategy and execute media events.
- » Created and implemented a project management system to synergize marketing strategies and organize staff projects.
- » Designed informative, interactive Covid-19 reference page on skiutah.com (top traffic web page in the 20–21 winter).

MARKETING MANAGER

Mt. Bachelor

November 2017 – August 2019

- » Managed the department's Graphic Designer, Marketing Coordinator, Communication Specialists, and contractors at the sixth largest ski resort in North America.
- » Coordinated with marketing and public relations agencies to develop and implement advertising plan to budget.
- » Managed the content and branding oversight of a large-scale, full website migration project for mtbachelor.com (from Wordpress to Drupal cms platform) with a complete redesign of branding, taxonomy, e-commerce purchase funnels, and user experience.
- » Created and managed marketing micro-sites for rendezvan.com, woodwardbend.com and gravicross.com.
- » Coordinated with corporate marketing teams at POWDR and the leadership team at Mt. Bachelor to manage a massive rebranding project for the ski resort and its digital and print media.
- » Created and implemented a project management system for all marketing staff. In the course of just one year, this new system successfully managed over 800 projects.
- » Managed all Mt. Bachelor social media platforms and content. Improved authentic social media engagement and increased Instagram following by 38% in first 15 months.
- » Managed creative direction for all photo and video contractors and allocated annual content and social media budgets to develop content and drive engagement.
- » Managed professional athlete team and influencers to promote the brand and create meaningful, authentic content.

ADVERTISING MANAGER

Summit Sotheby's International Realty

June 2016 – July 2017

- » Managed ad design and placement for over 160 agents at Summit Sotheby's International Realty, a brokerage that consistently dominates the Utah real estate market.
- » Designed print and digital advertising for corporate marketing campaigns, including national ad placements.
- » Created an advertising management process to properly track publication deadlines, submissions, and design requests and trained graphic designers on the new process.
- » Contributed to the design, layout, and execution of the bi-annual publication of Collections Magazine. Managed the organization and delegation of various design tasks within the team and assembled files to produce the final product.
- » Designs published in multiple statewide and national publications such as The Wall Street Journal, Salt Lake Magazine, Alaska Airlines Magazine, Park City Magazine, Western Home Journal, Ski Utah, and the Salt Lake Tribune.

CREATIVE DIRECTOR & PHOTOGRAPHER, Anelise Kathryn Creative

January 2015 – November 2017

MARKETING DIRECTOR, World Wide Trekking

June 2014 – January 2015

MANAGER & STAFF PHOTOGRAPHER, Snowbird Ski Resort, Powder Shots

December 2012 – May 2014

DESIGN & PRINT MANAGER, Jakob Marketing Partners

February 2011 – November 2012

PASS & PACKAGE SALES COORDINATOR, Sundance Film Festival

September 2010 – February 2012