

Ann F Karpinski

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Multidisciplinary Tech and Communications Professional

A career pivot six years ago from marketing to tech has proven to be one of the most rewarding decisions of my life. I've found my niche working with business operations and engineering, using my communication and tech skills to bridge the gap between these two very different sectors that are dependent upon each other. It's exciting to be in the middle of a company, to understand the challenges each team faces and to see what makes the machine run efficiently and effectively. I embrace the multidisciplinary approach to my career and seek opportunities where I am challenged to push my many skills to a higher level.

EXPERIENCE

- SpotX** | Broomfield, CO 9/2016 – Present
Senior Solutions Engineer
- Execute technical integrations and provide first-rate customer service to top U.S. media companies.
 - Participate as tech representative in pre-sales calls and meetings with premium clients.
 - Coordinate with Sales, Product, and Dev teams to determine publisher needs and develop solutions for clients.
 - Pursue education of competitor and third-party products to fully understand complicated integration scenarios and maximize revenue potential in programmatic advertising.
 - Write and run SQL scripts to pull log-level data used to verify each integration.
 - Conduct training and answer technical questions for internal staff and clients.
- Technical Operations Engineer 2/2015 – 9/2016
- Troubleshoot technical requests from publisher and DSP clients. Collaborated with product managers, software developers, and system administrators to resolve escalated issues.
 - Initiated and developed Connected TV integration process before much of the company realized the tremendous revenue potential of this medium, which put SpotX ahead of its competitors when CTV took hold in the industry.
- MEDIA NEWS GROUP** | Denver, CO 1/2014 – 2/2015
Online Support Specialist II
- Provided website content management system support and customer service to newsroom staff at over 200 newspaper properties around the United States, including The Denver Post and Boulder Daily Camera.
 - Troubleshoot a wide-range of issues related to integrated third-party products and content management systems.
 - Collaborated with product managers, software developers, and system administrators to resolve escalated issues.
 - Assisted in UI development and maintenance (HTML, CSS, JavaScript).
 - Rotated on-call shifts in 24x7 alert schedule.
- DAVINCI CODERS** | Louisville, CO 4/2013 - 9/2013
Full-time Student
- Accepted into intensive Ruby on Rails certification course. Instructed and mentored by prominent Ruby on Rails developers.
 - Presented final project: A members-only web app for a local running club.
 - Awarded Rocky Mountain Ruby Conference Opportunity Scholarship.
- FREELANCE** | Boulder, CO 7/2012 – 1/2015
Graphic Design & Communications Consultant
- Designed logos and marketing collateral.
 - Wrote press releases and promotional copy for a variety of clients.
- LEANIN' TREE, INC.** | Boulder, CO 10/2011 - 7/2012
Product Manager & Verse Writer
- Collaborated with company president and diverse teams to fast-track the development of 1,000 online holiday cards.
 - Wrote and edited verse for multiple greeting card lines and occasions.

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EXPERIENCE *Continued*

ENVIRONMENTAL DEFENSE FUND (EDF) | Washington, DC & Boulder, CO

9/2002- 4/2011

Graphic Designer & Outreach Associate

- Managed development and production of outreach materials for a nationwide staff of 30, including print & digital collateral, presentations, etc. as the sole Graphic Designer within EDF at that time.
- Initiated the creation of this hybrid position, integrating graphic design, communication, and management skills.
- Coordinated both internal and external project communications with diverse teams and partner organizations.
- Supported Wildlife & International Programs: managed publications budget, vendor contracts, expense reports, and vendor payments; planned and managed meetings and events.

Key Projects:

- Provided professional lobbying materials for legislators while the 2008 Farm Bill was under debate in the House and Senate. Worked on-call with last minute requests and created high impact collateral.
- Produced reports for Congressional committees detailing how Army Corps of Engineers projects increased storm surge during Hurricane Katrina, working through extremely tight deadlines.
- Designed logo and promotional materials for the ongoing *MRGO Must Go* campaign in New Orleans.
- Created all brand elements for U.S. Fish & Wildlife Service New England Cottontail recovery efforts.

NATIONAL PARK FOUNDATION | Washington, DC

4/2001 - 10/2001

Research Assistant/Intern

- Co-planned reception introducing a fund for DC-area National Parks, highlighting Ted Koppel as keynote speaker.
- Designed National Parks brochures for distribution at AARP expos nationwide.
- Promoted National Parks Pass to the public at Mid-Atlantic trade shows and special events.
- Conducted corporate research and documented results for the Foundation's Development department.

MINNESOTANS FOR AN ENERGY-EFFICIENT ECONOMY | Saint Paul, MN

9/2000 - 2/2001

Communications Intern

- Assisted in coordinating media coverage for opening of global warming exhibit at the Science Museum of Minnesota.
- Wrote and edited reports, press releases, op-ed pieces, and letters to the editor.
- Designed a searchable electronic database to solve problem of disorganized paper media clipping files.
- Monitored media coverage of energy-related issues.

EDUCATION

Bachelor of Science | Journalism & Natural Resources | University of Minnesota | 2000

- Dean's List, College of Natural Resources
- Designed individualized program of study in Environmental Journalism through the University's Inter-College Program.

Ruby on Rails Certificate | DaVinci Coders | 2013

Certificate of Completion | UI/UX Design Transitions Program | Boulder Digital Arts | 2013

Certificate of Completion | Web Design Transitions Program | Boulder Digital Arts | 2011

Additional Coursework: HTML5, CSS3, JavaScript, Graphic Design, Adobe Creative Suite

PROFESSIONAL AFFILIATIONS

Public Relations Chair | Boulder Writers Alliance | 2012–2013

Guest Instructor: Sustainable Design | Westwood College Online | 2009

Co-Director of Sustainability Education & Events | AIGA Colorado Board of Directors | 2008–2010