

# Courtney E. Ring

## Marketing Technologist

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### PERFORMANCE PROFILE

- A Computer Science and Communications graduate from the University of Michigan with a broad range of experience in developing attractive, user-friendly web solutions
- Collaborate well with clients to identify key usability features and quickly create innovative prototypes to demonstrate a user interface design that is intuitive and easy to use
- Experienced in all aspects of web application development, from front-end HTML and CSS to back-end python and SQL
- Digital and social media marketing proficient with experience in interactive web-based marketing to increase awareness, drive consumer action and improve customer satisfaction

### TECHNICAL SKILLS

Front-End Web Development	Back-End Web Development	User Interface Design
HTML, CSS, JavaScript	Python-Flask	Axure RP
Bootstrap	SQL	Adobe Photoshop
Qt Toolkit	C++	

### WORK EXPERIENCE

#### CIGNA – BLOOMFIELD, CT

Cigna is a global health services organization that provides medical, dental, disability, life and accident insurance, along with numerous other products and services to customers in 30 different countries.

##### **Web Developer**

**January 2016 – Present**

- Work with Cigna's Global Content Management Services team to maintain the company's global websites and various microsites
  - Use HP TeamSite for daily updates
  - Make changes to CSS and Javascript for custom updates
- Track project progress with VersionOne, obtain appropriate approvals, and deploy pages to production when finalized
- Coordinate efforts with Digital Marketing Team to ensure branding standards are maintained across all online applications

##### **Application Development and Design Intern**

**June –December 2015**

- Worked with the User Interface Design team to develop upgrades for Cigna's Customer Service Application, called OneView.
  - Purpose of upgrade was to improve the user interface for Cigna agents and increase customer satisfaction
- Created wireframes of each OneView section to present proposed appearance
- Built prototypes of the application that incorporated user interaction to evaluate ease of use
  - Used Axure, an interactive wireframe and mockup tool, to add design features such as dropdowns, popovers, and hover changes
- Obtained management approvals for each stage of change
- **Cigna Summer Intern Project** - Worked with a group of 27 interns to develop a web app for caregivers to help with prescription adherence, understanding coverage, and general caregiving duties
  - Used Bootstrap, CSS, and AngularJS to develop a responsive, mobile-friendly app
  - Presented team recommendation to the Chief Information Officer, Director of IT Strategy and Innovation, Director of Digital Marketing, and Director of TECDP (Internship Program) at end of summer experience – Team took first place in competition against two other intern groups

### **Marketing Intern**

**June – August 2014**

- Worked with the Cigna's Social Media Marketing Team at the global headquarters to develop and implement marketing strategies that created positive social conversation and increased awareness of Cigna's benefits
- Developed a "Healthy Selfie" campaign to promote good health practices and engage younger consumers
- Established a new Spanish Cigna Facebook page for the Hispanic audience after significant research was completed on best practices and optimum content
- Created new content for each social channel (Facebook, Twitter, LinkedIn and YouTube)
- Helped with Cigna's participation in New York's "Summer Streets" event, which was held over three weekends on Park Avenue to promote physical activity and products that support health and wellness

### **MPRO - FARMINGTON HILLS, MI**

MPRO is Michigan's quality improvement organization for Medicare.

#### **Intern**

**Summers of 2012 and 2013**

- Helped to design website navigation that was intuitive and user-friendly for MPRO beneficiaries
- Worked with third party website supplier on implementation
- Posted new data on the company's website after determining what messages needed to be communicated, writing the copy and creating the graphics
- Helped to develop plans for MPRO's social media presence (LinkedIn, Facebook, Twitter accounts)
- Created audio/visual presentations on the State of the Business for MPRO's Board of Directors
- Wrote articles for the company newsletter, which was distributed to more than 70 employees

### **PERICH ADVERTISING AND DESIGN – ANN ARBOR, MI**

#### **Intern**

**2010-2011**

- Assisted the creative team in developing new advertising concepts for three different customers: General Motors, Walsh College and Corner Dental
- Provided a student's perspective on the key decision makers for college choice and assisted in getting the right messages into online banner ads targeted at high school students
- Evaluated new updates for Walsh College and Corner Dental phone apps and provided feedback before dissemination to customers

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## **EDUCATION**

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### **UNIVERSITY OF MICHIGAN – ANN ARBOR, MICHIGAN**

**August 2011 – December 2015**

- Graduated with dual degrees in Computer Science and Communications, along with a minor in Spanish

### **STUDY ABROAD - MADRID, SPAIN**

**January-May 2014**

- Extensive study of Spain's culture/current trends through Spanish-speaking classes and host family experiences

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## **EXTRA CURRICULAR**

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### **FloorCast**

**September 2015 – December 2015**

- Worked with a student group to develop an application that tracks library occupancy by floor and region
  - Project supported by the University of Michigan Information & Technology Services, as well as the Central Student Government
  - Provided the interface design and application development

### **U.S. Figure Skating Association**

**2002 – 2013**

- Served as substitute instructor at U of M's Yost Arena for Learn-to-Skate students (2012-2013)
- Competed in figure skating competitions and took part in the U.S. Figure Skating test program