

Summary

- Interests: user experience, data visualization, interactive design, e-learning, digital marketing, databases
 - Dedicated, easy-going, and friendly personality
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Skills

- *Data transformation & visualization*: Tableau, SQL, Google Refine, pivot tables, Stata; Python v.3
 - *User experience*: wireframing, survey design, focus group research; InDesign, Axure RP
 - *Digital marketing*: web analytics, landing page design/testing, infographics, PPC campaigns; HTML, CSS
 - *e-Learning*: Adobe Captivate, Presenter, Connect; Lectora; Articulate Suite
 - *Productivity*: MS Excel, MS Access, MySQL, Adobe Premiere, Goldwave (audio editing)
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UC Berkeley School of Information, Berkeley, CA

2012 – 2014

28 units of continuing education course work

- Quantitative Research Methods, Statistics, Database Management, Information Visualization, Needs and Usability Assessment, Computer Mediated Communications, Web Architecture, Working with Open Data, Managing in Information Intensive Companies, Technologies for Creativity and Learning

California State University, Fullerton, CA

2008

B.A., Business Administration (dual major: Finance & Marketing)

- Consulted Liquid Markets on marketing strategy using business maps, focus groups, surveys
 - Prepared online teaching materials using Macromedia Breeze/Adobe Presenter
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Propane Studio, San Francisco, CA

2013

User Experience Intern

- Sketched website wireframes, flow diagrams, and prototypes
- Learned to build interactive prototypes in Axure, and created training materials for colleagues
- Provided input at the UX design discussions

Oleary and Partners, Newport Beach, CA

2011 – 2012

Account Coordinator

- Designed turnkey mobile marketing package for clients
- Coordinated layouts for email campaigns and print ads
- Created and trafficked radio and TV ads
- Analyzed client sales numbers, put together marketing reports and client presentations

Independent Contractor, Redondo Beach, CA

2010 – present

Instructional Designer for SEMA (Specialty Equipment Market Association)

- Designed and enhanced interactive e-learning materials

Consumertrack, El Segundo, CA

2008 – 2010

Search Engine Marketing Coordinator

- Profiled, managed and tracked online advertising and marketing campaigns
- Edited and wrote copy; managed submissions and provided guidance to outside writers
- Proposed and deployed creative content elements to attract traffic and improve conversion
- Helped coordinate projects that spanned several groups (search engine, media, technology)

ACS, Buena Park, CA

2008

Intern / Search Engine Optimization

- Analyzed online campaign ROI (paid placements, search engine & contextual ads)