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Experience

Director of Web Operations

THRIVE INTERNET MARKETING

June 2013 - Now

- Project manage a team of 5 web designers/developers from proposal writing through project launch
- Hold weekly innovation meetings to mentor staff and encourage an environment of learning
- Provide leadership via frequent critiquing and creative direction to foster professional growth
- Research and implement new softwares and techniques to improve efficiency, encourage revenue growth, cut expenses, and ensure Thrive's longevity as a digital agency
- Contribute product management expertise to CMS partner Accrisoft on new features, UX/UI and product improvement, direct feature implementation, and thought leadership

Lead Web Designer/Developer

THRIVE INTERNET MARKETING

April 2012 - Now

- Design and develop UX/Web UI with content first strategy and RWD frameworks
- Utilize wireframing, live prototyping, web metrics, and A/B optimization to test and improve usability throughout project lifecycle
- ▶ Brainstorm and build successful digital marketing campaigns via email, social, and paid advertising with measurable results
- Devise strategy, copy, content, and creative for large-volume email marketing campaigns, with a personal average open rate increase of 10% and click thru increase of 3%
- Developed project launch workflows consisting of internal HTML/CSS framework, project management checksheets, and step-by-step processes that saves 5 hours in development

Product Evangelist & Designer

2012

BUYVITE GROUP PAY

Pitched Buyvite during SXSW 2012 at TechCocktail's "#Startuplife Celebration" to spectators and VCs

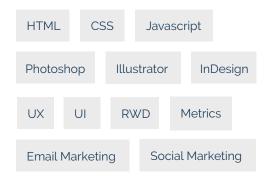
Support Specialist & Junior Web Designer

THRIVE INTERNET MARKETING

2009 - 2012

- Pioneered Support Specialist role via full-time dedicated telephone and web support to 250+ clients
- Onboarded 100+ clients to Accrisoft Freedom CMS by providing one-on-one training, video training, webinars, and screenshares

Skills & Expertise



Education

Bowling Green State University

Years: 2008 - 2010

Degree: BS in Technology

Major: Visual Communication Tech

Owens Community College

Years: 2004 - 2007

Degree: General Education; Transferred

Major: Fine Arts

Highlights

Attended SXSW 2012

Panelist, "Don't Make Me Think" -A Web Usability Discussion by Toledo Web Professionals and BGSU, 2013

Mentor, Startup Weekend Toledo 2013

Presenter, Accrisoft Summit 2014, "Design Techniques in Freedom CMS"

Guest Blogger, HubSpot,

"Twitter Embraces Ecommerce To Monetize Traffic Beyond Ads"