

# Gwen Betts

Web/UI Designer ▾ Web Developer

WWW.LOVETHEPIXEL.COM ▾ GWEN.BETTS@GMAIL.COM ▾ 419.481.5858

## 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

BUYVITE GROUP PAY

2012

- ▶ 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

HTML

CSS

Javascript

Photoshop

Illustrator

InDesign

UX

UI

RWD

Metrics

Email Marketing

Social Marketing

## 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"