

**Skills:** Visual Design, Web Development, UX, HTML, CSS/Sass, PHP, Javascript, Git, Adobe Creative Suite (Photoshop, Illustrator), Sketch, Invision, Salesforce, Wordpress, Bootstrap, Google Analytics, SEO, A/B Testing, Email Design, Animation

## Experience

### Web Experience Developer

2015 - 2018

*VictorOps*

- Design, development & strategy for victorops.com
- Created user flows which generated \$300k+ in annual recurring revenue
- Design for web, email, and paid search (plus the occasional sticker & t-shirt)
- Analytics & A/B testing to improve UX and increase conversion rates
- Built microsites such as help.victorops.com and devopsroadtrip.com
- Worked with the Marketing team to create integrated lead generation campaigns
- Led development on victorops.com site rebuild in Fall of 2017

### Web Designer

2015

*Townsquare Media*

- Designed & developed sites for Townsquare national events
- Built HTML email campaigns with a focus on cross email client compatibility
- Designed graphics for Townsquare social media accounts

### Assistant Webmaster / Digital Marketing Coordinator

2013 - 2014

*New England Patriots*

- Front-end development for patriots.com & gillette stadium.com
- Designed web/email/social graphics for New England Patriots brands
- Created newsletters and transactional emails for large scale marketing campaigns
- Provided game day support including: moderating the Patriots Pregame Social chat, podcast production, photographing press conferences, social media updates, image editing and post-game interviews

### Assistant Web Developer

2012 - 2014

*Community College of Rhode Island*

- Design and development for ccri.edu
- Information architecture with a focus on Section 508 compliance
- Created technical content for students & faculty
- Updated content on faculty Wordpress sites.