

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

Experience

Marketing Web Experience Developer

2015 - 2018

VictorOps

- Led data-driven design, development & strategy for VictorOps.com
- Improved UX and conversion rates using analytics, user testing and A/B testing
- Worked with sales & marketing teams to generate inbound leads
- Mapped user flows which improved site architecture and conversion paths
- Built web pages using HTML, CSS/Sass, Javascript, PHP and Ruby
- Digital design for email, banner ads, and social (plus the occasional sticker and t-shirt)

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

Digital Marketing Coordinator

2013 - 2014

New England Patriots

- Front-end development for patriots.com & gillettestadium.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