

WORK EXPERIENCE

TAI PING CARPETS

Tai Ping Carpets is a global luxury carpet company comprised of multiple brands, each with a distinct brand identity. All marketing support is managed in house, including production of digital and printed corporate collateral, advertising, digital presence in the A+D community, global events and management of PR agencies throughout the world.

Digital Asset Manager, 2012 - Present

CODING - Developed and managed fully responsive websites from scratch, using Wordpress and/or vanilla PHP. Functionality on all platforms, from desktop to phones and on all browsers, were key points for users. Managed conversion of existing digital tools to responsive sites. Executed front-end development for applications built in Ruby on Rails, Wordpress, CodeIgniter, Symphony, and custom CMS systems. All sites managed through Github.

SEO & ANALYTICS - Managed all Google Analytic accounts, generated and analyzed reports for Senior Management and implemented custom events for tracking. Improved SEO by researching keywords, resolving duplicate content, generating site maps and HTML5 optimization.

PROJECT COORDINATION - Managed, updated and maintained all websites, microsites and digital applications. Responsibilities included managing budgets, communicating project objectives to Senior Management, testing, training sessions, launching and tracking, coordination of content and management of freelancers and outside agencies.

CORPORATE COMMUNICATION - Designed and developed all branded communications for internal and client usage. All initiatives customized and released through MailChimp.

KEY PROJECTS

Digital Library Application

Created and maintained a proprietary digital application, the first of its kind in the industry, built on Ruby on Rails. Responsibilities include: UX design and front-end development, custom CMS mapping, project management and budgeting, collecting feedback and implementing changes, developing training programs and conducting demos with sales teams.

New Corporate Website

Managed development of new corporate website. Strategized digital brand structure and directed outside agency on day-to-day needs. Responsible for all aspects of the project from budget, site map creation, execution, sales insight and design. Directed launch and maintained in-house changes post delivery.

Marketing Project Coordinator, 2008-2011

GRAPHIC DESIGN - Supported the art department in designing marketing materials for print and digital projects, including: brochures, complex catalogs, invitations, advertisements, newsletters and emailers. Responsibilities included conceptualization, design, coordinating content with international offices and interfacing with Senior Managers.

PHOTOGRAPHY & PRINT PRODUCTION - Photographed products for marketing materials. Responsible for color correction, retouching and file maintenance. Assisted in assuring quality control at printing press and approved final proofs for offset print production.

ILLUSTRATION - Produced custom illustrations for marketing materials, including: spot illustrations for brochures and catalogs, simulations and renderings of products and mock-ups for conceptual showroom installations.

VIDEO - Edited footage and produced motion graphics for all branded collateral.

DIGITAL LIBRARY - Coordinated with IT department for logistics, managed and organized all digital marketing files, including: photography and video assets, marketing tools and art files for the creative team.

OGILVY & MATHER, Illustration Department 2007

INTERNSHIP - Supported artists in producing storyboards for conceptual advertising campaigns

Technical Experience

DESIGN

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)
Adobe Premiere & After Effects
Final Cut Pro 7 & X
Flash (Animation interface)

TECHNOLOGY

HTML/HTML5
CSS/CSS3, SASS, Compass
jQuery/Javascript, Grunt
PHP, MySQL
Coder: Sublime Text 3

PLATFORMS

Wordpress
Joomla
Symphony
Ruby on Rails
CodeIgniter
Git/Github
phpMyAdmin
MailChimp

Education

Syracuse University (2003 - 2007), College of Visual and Performing Arts
Bachelor of Fine Arts, Illustration, cum laude