

## — AREAS OF EXPERTISE —

- Adobe InDesign, Photoshop, and Illustrator
- Print & Digital Advertising
- Social Media Management
- Web Analytics & Click Tracking
- Email Marketing (*MailChimp* & *SalesForce*)
- SEO & Local Listing Management
- Customer Service & Reputation Management
- Modern web design & development
- Laravel framework
- Systems Administrator & Technical Support

## — PROFESSIONAL EXPERIENCE —

### MARKETING COORDINATOR 2014 - Current John Deere/Nortrax

- Graphic designer for print, social media, web, and email.
- Advertising and campaign management for print and digital (*PPC, display, retargeting, and social media*) promotions, brand awareness, and recruiting purposes for all of North America.
- Social Media manager for Facebook, Twitter, Google+, YouTube, Instagram, and LinkedIn including planning, creation, scheduling, reporting, and customer service. Online business listing management, reputation management, and customer service.
- Email marketing including creative and copy in multiple languages, list management, HTML and CSS, email testing, and deployment under CAN-SPAM and CASL compliance laws.
- Website administrator and front-end developer for both English and French pages. Administrator for internal SharePoint sites, lists, work-flows, and permissions.
- Analytical and campaign reporting for all digital marketing efforts.

## — RELATED ACCOMPLISHMENTS —

- Grew and managed our social media presence from under 100 followers on Facebook to over 10K in three years. Largest yearly growth for Facebook alone was over 900%, from 500 to over 5K.
- Reduced email marketing spend by 60K+ per year by removing the need for multiple agencies to do email creative, list management, development, and analytics.
- Grew email marketing audience by 162% within two years by optimizing how we gather opt-ins within compliance of CAN-SPAM and CASL laws.
- Moved website development and administration in-house reducing the reliance and marketing costs of an agency for website updates, landing page creation, and further development.
- Setup, manage, and report on all of our digital advertising efforts, including PPC, banner, retargeting, and social, removing the need for external ad agencies. Collaborated with sales teams to track ROI and ad effectiveness to increase sales and brand awareness throughout the enterprise. Including digital advertising for recruiting purposes, reducing recruiting hiring costs.

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## — PROFESSIONAL EXPERIENCE CONT. —

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### WEB DESIGNER & DEVELOPER 2008 - Current Consultant

- Ten years of experience writing HTML, CSS, and designing for the web.
- Websites and web applications development using PHP frameworks CodeIgniter and Laravel.
- Managed and administration with Joomla!, Wordpress, and Kentico CMS.

*Project and code examples available upon request.*

### INFORMATION TECHNOLOGY SPECIALIST 2012 - 2014 John Deere/Nortrax

- End-user, hardware, server, network, and application support. Supporting over fifty locations throughout North America in three languages.
- System administrator for asset management, SharePoint, ticketing system, end-point backup, Cisco Unified Communications Manager, and Blackberry enterprise server.
- Compliance and change management in a Sarbanes-Oxley compliant environment.

## — RELATED ACCOMPLISHMENTS —

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- In one year, reduced over 70K in yearly costs by setting up proper inventory controls and account management for over 800 mobile accounts across three providers in both US and Canada.
- Within first 90 days;
  - Began work on a mobile device management program.
  - Reduced costs from unused application licenses.
  - Implemented a company-wide backup solution, replacing a defunct and costly system.
  - Planned and developed a hardware inventory solution improving organization and ordering.
  - Closed over 1100 support tickets. Reduced overall opened ticket time.
  - Administrator for VOIP and spam filter systems.

### INFORMATION TECHNOLOGY MANAGER & WEBMASTER 2006 - 2012 Pilot Bank

- Managed and maintained every aspect of the IT infrastructure for five locations in the Tampa area.
- Webmaster for the company website and intranet running Joomla! CMS.

### DAIRY & FROZEN FOOD MANAGER 2002 - 2006 Winn-Dixie

- Department manager focused on customer service, inventory management and ordering, and employee scheduling and departmental training.