

## — AREAS OF EXPERTISE —

- Adobe InDesign, Photoshop, and Illustrator
- Print & Digital Advertising
- Social Media Management
- Analytics & Click Tracking
- Email Marketing
- SEO & Local Listing Management
- Customer Service & Reputation Management
- Modern web design & development standards
- PHP development with 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 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 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. Additionally, manage our other social accounts on LinkedIn, Twitter, Instagram, and YouTube.
- Removed 60K+ in yearly costs by transitioning email marketing in-house, removing the need for multiple agencies for email creative, list management, development, and sending. Experience with Mailchimp, IBM Responsys, and Salesforce Email Studio.
- Brought website management in-house, further reducing the reliance and costs of an agency for website updates, landing page creation, and further development.
- Setup and manage all of our digital advertising efforts, including PPC, banner, retargeting, and social, removing the need for ad agencies. Collaborated with sales teams to track ROI and ad effectiveness increasing sales and brand awareness throughout the enterprise. This also includes digital advertising for recruiting purposes, reducing recruitment hiring costs.

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## — PROFESSIONAL EXPERIENCE CONT. —

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### **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 my first 90 days;
  - I began work on our mobile device management program, above.
  - Saved additional multiple grand per year in unused application licenses by identifying and removing unused accounts.
  - Began implementation of a new company wide computer backup solution, replacing a defunct and costly system.
  - Planned and developed a computer and hardware inventory solution that was use by both teams in the US and Canada, improving organization and ordering.
  - Closed over 1100 support tickets. Reducing overall opened ticket time to an all-time low.
  - Cisco VOIP and Microsoft Forefront (*spam filter*) administrator

### **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 training.