

# Maryanne Vargas

Web Design and Marketing

## EDUCATION

### Contact:

[vargasmaryanne@gmail.com](mailto:vargasmaryanne@gmail.com)

714.392.0327

### University of California, San Diego

B.S. Human Biology | Business, specialization in Marketing

## EXPERIENCE

### LinkedIn:

[linkedin.com/in/maryanne-vargas](https://www.linkedin.com/in/maryanne-vargas)

### Content Developer at Talley Inc.

Santa Fe Springs, CA | August 2016 – Present

### Portfolio:

[maryannevargas.com](http://maryannevargas.com)

- Deliver detailed mockups, user flows, print and digital collateral (web pages, icons, graphics, banners, emails, videos) for internal and external web applications
- Implemented multi-department project management software to increase time management and workflow efficiencies
- Design and strategize email marketing campaigns to over 40,000 subscribers in five customer groups
- Compiled site audits and KPI metric reporting on emails, search traffic, keywords and products for key shareholders

## SKILLS

### Tools/Software:

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere  
Git

### Digital Marketing Intern at ExonBio, LLC

Mira Mesa, CA | February – June 2016

### Social Media/Email:

Facebook  
Instagram  
Twitter  
Tumblr  
Snapchat  
Google+  
MailChimp  
Constant Contact  
Hootsuite

- Produced graphics, wrote content and constructed web pages
- Assisted in identifying trends in web traffic using Google Analytics and AdWord campaigns, for online marketing strategy; developed reports on key words to identify and monitor performance and traffic
- Created, revised, edited and proofread web and blog content

### Marketing Intern at ArtPower! At UC San Diego

San Diego, CA | June 2015 – June 2016

- Designed digital and print materials for increased email conversation and brand awareness
- Strategized and executed marketing campaigns using social media and physical media; event planning and support

### UX/Web Design:

HTML/CSS  
JavaScript  
Bootstrap  
WordPress  
PHP  
Wireframing  
User flows

### Webmaster at Saltman Quarterly Journal, UC San Diego

San Diego, CA | May 2014 – June 2016

- Maintained the digital content of two online publications including graphics, content and social media integration
- Edited and uploaded student articles per editorial schedule and promoted by compiling written and visual content; increase site traffic and social media presence