

## DIGITAL MARKETING SPECIALIST

### Summary

Versatile Digital Web Specialist who drives company growth through creative and innovative marketing strategies. Skilled at analyzing market trends and customer needs to develop highly-effective and targeted marketing campaigns.

### Highlights

Microsoft Commerce Server, ASP.net, HTML, CSS, SEO, Adobe Dreamweaver, Adobe Photoshop, Adobe Acrobat, Microsoft Excel, Microsoft Word, Scene7, Wordpress, Google Analytics

### Experience

Brooks Automation, Inc. Rhode Island , TX Digital Marketing Specialist 09/2016 to Current

- Developing and executing all online marketing, email marketing and digital media promotions.
- Monitoring trends in the market and identifying relevant market research that may help promote the individual product brands.
- Developing a plan that communicates clearly, key concepts and benefits of individual products to the targeted audiences.
- Creating, articulating and implementing strategic and tactical marketing plans and campaigns.
- Create and produce all print and digital materials including banners, leaflets, trade-show handouts, and all other marketing collateral.
- Implement and manage Store Locator

Balfour Topeka , KS Web Operations Specialist 05/2015 to 09/2016

- Perform day-to-day administration of the organization's web portfolio
- Manage product catalogs, as well as setup new products
- Content management and updates to the sites (13)
- Find, diagnose and fix website problems, including broken links, typographical errors, and formatting inconsistencies.
- Field incoming problem tickets and help desk calls from end users to resolve technical issues.
- Receive and respond to all e-mail messages for the Webmaster in a timely and courteous fashion.
- Create reports on site usage, key performance indicators and basic site analytics Work closely with customer service group to research and resolve customer issues.
- Perform QA testing.

Northrop Grumman Mclean , VA Website Designer 12/2012 to 05/2015

- Develop and maintain client websites (100+)
- Find, diagnose and fix website problems, including broken links, typographical errors, and formatting inconsistencies.
- Maintain and update website graphics
- Develop and design user-friendly interface for different screen resolutions (Responsive Design)
- Develop and design E-Commerce websites
- Analytical reports using Google Analytics and Custom Reporting tools
- Generate and upload site maps
- Schedule and conduct meetings
- Provide internet technology support
- Managing MySQL Databases.

### Education

2012 Quabbin Regional High School

### Personal Information

<https://www.linkedin.com/pub/whitney-ore/a8/68a/558>

### Skills

Microsoft Commerce Server, ASP.net, Adobe Acrobat, Adobe Dreamweaver, Adobe Photoshop, Banners, Benefits, Catalogs, Content Management, CSS, Customer Service, Databases, E-Commerce, E-mail Marketing, Google Analytics, Graphics, HTML, Internet Technology, Managing, Marketing Plans, Market Research, Marketing, Marketing Collateral, Meetings, Microsoft Excel, Microsoft Word, MySQL, Online Marketing, QA, Reporting, Research, Webmaster, PPC