

Richard Rogers

WEB DEVELOPER / DIGITAL DESIGNER

Employment History

Senior Marketing Associate, Fund Evaluation Group

JUNE 2022 – PRESENT

- Manage FEG's multimedia content channels, including strategy, design, and execution of the firm's videography and podcasting efforts; measure and communicate results
- Develop and maintain the firm's SEO initiative, leading website graphic development and content
- Manage the integration of internal databases with website analytics along with leading website redesign
- Manage marketing and collateral materials to ensure consistency as well as updating brand materials to current branding standards

Fifth Third Bank

Digital Marketing Specialist

NOVEMBER 2019 – JUNE 2022

- Partner with executive leadership and marketing teams to define and create digital marketing campaigns and tactics.
- Lead digital campaign execution from kickoff to deployment, including briefing creative agencies, managing project timelines, overseeing creative development and production.
- Lead quality analysis for digital marketing campaigns to ensure consistent alignment with Compliance and Controls.
- Managed Marketing Cloud campaigns including emails through Salesforce
- Collaborated with Design Team to promote high revenue campaigns through email
- Kept up to date with current digital media, email, and marketing trends
- Exceeded KPI expectation set by leadership on an annual basis
- Manage the development of analytical reports to track all email campaigns through Salesforce

Digital Designer

OCTOBER 2018 – NOVEMBER 2019

- Manage the Content Management System (CMS), Adobe Experience Manager (AEM), and additional Adobe web products such as Target and Audience Manager.
- Utilize the Pattern Lab library to support brand, component, and layout consistency and functionality on the organization's digital platform.
- Design user interfaces (UI) and user experiences (UX) for unauthenticated 53.com by implementing creative, intuitive solutions that support LOB and business needs.
- Assist with and manage various marketing technologies and marketing technology vendor relationships.
- Utilize the Adobe Experience Manager (AEM) Content Management System (CMS) to apply component and layout standards to pre-defined templates.

Digital Content Specialist, Clubessential

FEBRUARY 2016 – OCTOBER 2018

- Assist in the development & implementation of content on website with project managers, front end developers and designers
- Involved with integrating work of writers & designers to produce final website product
- Collect, produce, and edit website material to maintain and improve the quality of information provided
- Work on the client websites using HTML, CSS & JavaScript implementation through the managed Content Management System

Details

513.582.8511

richardrogers328@gmail.com

Links

[Linkedin](#)

[Portfolio](#)

[Github](#)

Skills

HTML/CSS/JavaScript

jQuery

React.js

Node.js

SQL

APIs

Content Management Systems

Adobe Creative Suite

Digital Marketing

Email Marketing

Creativity and Problem Solving

Computer Skills

Communication Skills

Github

Project Management

Responsive Design

UIX Design

CRM Systems

Testing/Debugging

SEO Strategy

Education

B.A. in Media Informatics, Northern Kentucky University, Highland Heights

AUGUST 2010 — MAY 2015

Minors in Electronic Media Broadcasting & Studio Arts

Courses

The Complete 2023 Web Development Bootcamp, Udemy

JANUARY 2023 — PRESENT (In Progress)

Foundations, The Odin Project

DECEMBER 2022 — MARCH 2023