



Profile

Senior digital strategist, creative director and user experience expert with broad-based online experience including digital strategy, digital marketing, responsive design and development, social media outreach, email marketing, content strategy and user experience. Frequent speaker on developing a meaningful digital presence for organizations and non-profits.

Digital Expertise

Strategic

Digital strategy
Content Strategy
Online branding
SEO, SEM
Social media
Email marketing
Google Analytics

Creative

Responsive web design
and development
User experience and user
centered design
Web typography
HTML email design

Technical

HTML, CSS, JavaScript
PHP, Rails, Cold Fusion
Word Press, Drupal, Jekyll
Git version control
Adobe Creative Cloud
Mac operating system

Digital Experience

Peter Kaizer Digital

Digital strategist, developer & user experience architect | 1999 - present

Digital strategy, responsive design and development, email marketing and user experience design for clients ranging from NIH and the University of Maryland to non-profits and mid-sized/small businesses.

Catholic Relief Services

Digital Director | October 2002 – February 2014

Manage the digital presence for global humanitarian aid organization. Creative and technical director for all public facing web properties. Primary digital strategist. Built online presence generating \$5-15M in online donations annually.

- Manage direction of online brand identity
- Direct design integrity for all digital properties
- Implemented agency-wide platform for online fundraising, email marketing and advocacy
- Spearheaded redesign, standards-compliant code and launch of 5000-page website
- Manage staff of nine design, technical, user experience and content professionals
- Integrated additional content providers into the team workflow
- Supervise development of web applications for content management and data collection

Web Design Manager | May 1999 - October 2002

- Grew team from one to six design and content professionals
- Designed and executed first in-house site redesign and five-year enhancement plan
- Designed graphical user interface components for website
- Managed website content
- Collaborated with other departments to develop email communication vehicles
- Vendor management new technology and software research & selection

University of Baltimore

Adjunct Professor, Digital Design

Instructor in introductory and advanced web and user experience design for undergraduate corporate communications and graduate publications design students.

Education

BA, Visual Art and Design | Bennington College