

# BECKY LEWIS

ralewis612@gmail.com  
www.BeckyLewis.me

## Computer Skills

HTML5, CSS3  
JavaScript / jQuery  
Sass  
Wordpress  
Git / Github  
Social Media  
Adobe Illustrator  
Adobe Photoshop  
Inkscape

## Personal Strengths

Execution  
Customer Service  
Attention to Detail  
Desire to Learn

## Summary

A well-rounded and achievement-oriented Web Designer seeking a career, in which to grow and excel. Experience with front-end and back-end Web development and digital marketing with social media integration. Possesses strong execution, organization, and customer service skills.

## Experience

CLASSIC CATERING | OVERLAND PARK, KS (MARCH 2013 - PRESENT)

### Marketing and Creative Branding

- Manage and maintain website content.
- Analyze website data via Google Analytics, set KPI goals for Website to align with company branding, create and implement marketing campaign to reach goals.
- Create and implement e-mail marketing campaigns.
- Design catering menu, promotional brochures and flyers for print, e-mail, and Web.
- Technical support for the office, including troubleshooting hardware and software.
- Used: *Wordpress, Google Analytics, Constant Contact, Vistaprint, Hootsuite, Inkscape, Adobe Illustrator, Microsoft Office.*

### Achievements:

- Improved design of catering menus and marketing materials.
- Increased following on all social media networks (Facebook, Twitter, Instagram, Google+) by up to 200% in one year, exceeding KPI goals. This was done through increased presence on social media with increased focus on brand personality and use of hashtags, interactive marketing campaigns, and e-mail campaigns.
- Increased presence on Pinterest to drive traffic to Website. Promoted local presence and affiliation with wedding industry leaders by creating "A Kansas City Wedding" board among others.

FARMERS INSURANCE GROUP (JANUARY 2005 - NOVEMBER 2012)

As a claims representative, I handled property claims including fire, water, hail, wind, theft. Handling claims consisted of investigating the loss, determining coverage, conducting an inspection, preparing an estimate, and explaining settlement to the customer. Other tasks included training and mentoring new employees, drafting professional written correspondence to the customer, and negotiating cost with contractors and other vendors.

- Used: *Lotus Notes, Microsoft Office.*
- Internal Software: *CRN, HEART, Xactimate Estimating, Symblity Estimating, APPS/FPPS DOS System.*

### Achievements:

- Elected by peers to Catastrophe Response Task Force 2012 - Actively worked to improve work environment and processes by soliciting opportunities from peers and communicating with management.
- Consistently met department goals to maintain 90%+ on audits.

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## *Courses*

AJAX  
PHP  
XML  
Java  
Search Engine Optimization  
E-Marketing  
Web Analytics  
Adobe InDesign  
Adobe Flash  
Dreamweaver  
Full list on LinkedIn

## *References*

Available upon request

### **Catastrophe Claims Representative, Virtual**

- Traveled up to 80% of the year within the United States when catastrophic events occurred. Deployment was for 3 weeks at a time.
- Assisted Mid-loss Team (property losses of \$35,000 or more) in Birmingham, AL in May 2011.

### **Standard Claims Review Team, Virtual**

- Reviewed claim audits for North Dallas Property.
- Performed observation field rides and desk rides with claim representatives to identify opportunities, discussed audit trends, and assisted to improve file quality scores.
- Interacted with Branch Claims Office and trainers to communicate audit trends and opportunities.

### **Field Claims Representative, Dallas TX**

- Handled property claims by meeting with customers on site.
- Traveled to assist with national catastrophe claims when needed.
- Worked as an Independent Adjuster Lead in Spring 2008. Supervised Independent Adjusters including reviewing files, approving claim payments, and drafting correspondence.

### **Efficiency Corps Claims Representative, Olathe KS**

- Handled property claims from office.
- Traveled to assist with national catastrophe claims when needed.

### **Customer Service Associate, Olathe KS**

- Gathered loss information from customers to file new claims for auto, property, and liability.
- Determined liability on claims within guidelines; resolved claim during initial phone call.
- Initiated vehicle repair process and set rental car reservations.
- Received status calls and directed caller to appropriate claims representative or office.

## *Education*

### **Associate of Applied Science in Web Technologies**

Degrees: Web Development and Design, Mobile Web Applications  
School: Johnson County Community College, Overland Park KS  
(Anticipated Graduation Date: May 2015)

### **Bachelor of Science in Business Administration**

Degrees: International Business, Chinese  
School: Missouri Southern State University, Joplin MO

### **Completed Continuing Education**

Insurance Principles 21, 22, 23  
Associate in Insurance Services 25  
Associate in Claims 33