

Rachel VanBoening

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Education

School: Omaha Code School January 2015 - April 2015
University of Nebraska at Kearney May 2013
Bachelor of Science in Journalism and Mass Communication

Studies: Advertising, Graphic Design, Web Development

Skills

- Adobe Creative Suite
- HTML
- CSS3/Bootstrap
- Javascript/jQuery
- Wordpress
- Google Analytics / SEO
- Hubspot
- Version Control
- Mura CMS

Work experience

Senior Market Sales

Web Designer

October 2017 - Current

- Responsible for coding and maintaining web sites (static and content management systems) and other interactive marketing solutions using HTML, CSS, JavaScript, jQuery and Coldfusion.
- Build and test solutions to ensure usability across multiple browsers, platforms and devices.
- Lead a cross team task force to document and streamline processes between teams.
- Collaborate with application development teams to design and develop user interfaces and experiences for web sites, mobile applications and other interactive marketing solutions.
- Manage Google Analytics for multiple brands and reported weekly on insights and opportunities.

Peak Advisor Alliance

Web Developer

August 2015 - October 2017

- Consulted, designed, built, launched, and maintained hundreds of client websites for clients across the US using HTML/CSS/jQuery, WordPress multisite and WordPress.
- Lead and executed the creative direction for Excell (conference for 1200 nationwide financial advisors).
- Researched, tested, and quoted out technology and time to find solutions to client and marketing needs.
- Worked with our sales team to determine content direction and lead generation by collecting data from Google Analytics and Hubspot data.
- Strategized and executed rebrand for Peak Advisor Alliance and Carson Group.
- Implemented Google Analytics and best practices to improve client and internal SEO.
- Collaborated with marketing team to design and build email marketing campaigns.

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Full Stack Developer

May 2015 - October 2015

- Assisted the marketing team to solve and execute digital marketing plans.
- Maintained front-end web application using HTML/CSS/ knockout.js.
- Work within 2 week sprint periods collaborating with the development team using Visual Studio 2015, SQL Server 2014, and TFS 2015.

Mid-Continent Properties Inc.

Advertising / Graphic Designer

August 2013 - January 2015

- Planned and implemented advertising to promote farm and ranch real estate.
- Designed and created media and materials to assist land brokers in sales, including e-blasts, brochures and printed materials.
- Maintained Mid-ContinentProperties.com and other land listing sites.

Apex Advertising

Graphic Designer

May 2012 - May 2013

- Worked within deadlines and budgets to design advertisements for multiple clients.
- Designed and created a wide range of media, from postcard mailers to online e-blasts.
- Assisted with print production by gathering quotes and ordering projects from printers.