Christi Tugwell

Web Development // Content Creation // Marketing

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SUMMARY

Dynamic and results-driven software engineer with a passion for front-end development, web design, digital content creation, marketing, and community engagement. Proven ability to lead and collaborate in fast-paced environments. Seeking to leverage expertise in communication and effective design across various media platforms as a Communications and Outreach Manager for TREAD.

EXPERIENCE

Wenatchee World, Wenatchee, WA

Prepress Assistant

APRIL 2023 - PRESENT

- Created document layouts using Adobe InDesign for the print copy of the local newspaper
- Collaborated with the sales team to resolve conflicts with advertisement production
- Reviewed, processed, and tracked production of customer orders to ensure timely and accurate delivery

Circulation and Marketing Associate

SEPTEMBER 2020 - FEBRUARY 2023

- Created concept layouts and published artwork for print, digital, and social media advertising campaigns
- Analyzed sales trends and customer demographics to optimize marketing strategies
- Provided audience insights and digital targeting tactics for in-house campaigns, as well as paid advertisers, to enhance performance
- Crafted compelling presentations, including campaign proposals, and conducted comprehensive evaluations to drive continuous improvement

Advertising Account Manager

JANUARY 2020 - SEPTEMBER 2020

- Developed customized marketing solutions to increase sales and brand awareness
- Created advertisements and messages for various publications, meeting strict deadlines and sales goals
- Collaborated with cross-functional teams to execute successful advertising campaigns

EDUCATION

University of Texas-Austin, Online
Certificate, Full Stack Development
January 2024
- Comprehensive program teaching front-end and backend development, equipping developers to build applications from start to finish

University of Oklahoma, Online
M.A. Arts and Technology
May 2023
- Multidisciplinary program integrating art, design, and technology with a focus on creating immersive digital experiences

University of Houston, Houston, TX
B.S. Kinesiology
August 2009

CORE COMPETENCIES

Responsive Design, User Interfaces, Version Control, Print and Digital Marketing, Audience Segmentation, Analytics and Reporting, Project Management, Strategic Communication, Brand Awareness, Community Engagement

TECHNICAL SKILLS

HTML, CSS, Bulma, Bootstrap, Material UI, JavaScript, React, GitHub, Figma, Unity, A-Frame, Adobe Creative Suite, Canva, Google Office Suite, Microsoft Office, Meta Business Suite, Slack, Zoom, Discord