



## experience & skills

### Digital Marketing (7 years)

- Digital Marketing Strategy
- Marketing Management
- B2B (industrial)
- B2C (ecommerce & MLM)
- Marketing Automation
- Email Broadcast Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM/PPC)
- Inbound Marketing
- Content Marketing
- Social Media Marketing
- Customer Relationship Mgmt (CRM)

### Creative Direction, Design (13 years)

- Adobe Creative Cloud
- Web/Front End Design
  - WordPress, Joomla!
  - HTML 5, CSS 3, PHP, MySQL
- Promotional Email Design
- UI/UX Design
- Print & Collateral Design
- Publication Design/eBook Formatting
- Branding/Corporate Identity

## education

### University of Northern Colorado

Bachelor of Fine Arts, Graphic Design  
2003-2006 / Greeley, CO

### Leadership Program of the Rockies

2010-2011 / Denver, CO

### Campaign Management School

2009 / Castle Rock, CO

### Collegiate Leadership Training

2004 / Estes Park, CO

### Air Force ROTC

Studied Leadership

1998-2002 / Boulder, CO

### Colorado School of Mines

Studied Computer Science

1998-2002 / Golden, CO

## professional qualities

- Energetic and dynamic manager; at ease leading teams
- Versatile, innovative, and results-oriented, with a positive attitude
- Keen attention to detail, even in fast-paced environments
- Comfortable handling multiple projects and frequent deadlines
- Excellent written and verbal communication skills

## employment & impact

### Digital Marketing Manager | Univera | February 2015-present

As Univera's first digital marketing hire, I immediately implemented analytics to measure existing efforts. These metrics offered opportunities to eliminate or enhance programs and, within six months, Univera publically launched several of my initiatives at its annual convention. In the years since, my expanding team continues to deliver ongoing campaigns across multiple digital channels and spearhead new projects.

### Marketing Consultant | jOt Creative | 2011-present

A dozen small business clients have realized growth through my digital marketing efforts, which include WordPress websites, SEO, SEM, social media marketing, email marketing, and blogging.

### Digital Marketing Specialist | VPE Global | 2012-2014

Tasked with launching a new brand while managing five existing brands, I built websites, instituted a marketing automation solution, and leveraged AdWords and email campaigns. The new brand realized monthly sales growth from \$10K to \$112K in less than a year.

### Cofounder/Creative Director | Constitutionalist Today | 2009-2011

I built and maintained a thriving website, developed a social media presence of several thousand followers, laid out each month's 48-page print edition cover-to-cover, wrote and edited numerous articles, and managed a team of ad designers.

### Web/Email/UI Designer | Current Catalog | 2008-2012

Hired to design print catalogs, I was soon promoted to digital design, producing landing pages and email broadcasts on a daily basis. Able to liaise between teams of designers, marketers, and developers, I was tapped as lead designer on two large-scale ecommerce web redesigns and several integrated marketing campaigns.

### Web & Email Designer | EyeLine Golf | 2007

### Graphic Designer | FedEx Kinko's & CopyMax | 2003-2007

### Web Designer Intern | University of Northern Colorado | 2003-2004

### Web Developer Intern | IBM | 2000-2002