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Objective

To obtain a position where my creativity and passion for web design, digital marketing and front-end development are utilized. To be part of an organization that strives for excellence and professional growth.

Education

2002 – 2003: East Valley Institute of Technology (Digital Imaging Course)
2003 – 2006: Mesa Community College (AAS Degree in Web Design)
2006 – 2008: Arizona State University (BAS Degree in Graphic Information Technology)

Computer Skills

Marketo
Exact Target
Mail Chimp
Constant Contact
ReadyTalk
Photoshop
Flash
Dreamweaver
HTML5/CSS3
Fireworks
Illustrator
After Effects
Premier
Acrobat
Xenu Link Sleuth
Wordpress
App Development (iPad Newstand App)
HTML
CSS
jQuery
HTML5
CSS3
JavaScript
XML
UI/UX Layout Design
Scrum Environments
Agile Environments
SEO Techniques

Work Experience

JDA Software - Web Developer (2013-Present):

For the past year, I've helped take their Marketo automation to the next level by implementing responsive emails and landing pages using a combination of HTML5, CSS3 and jQuery/Javascript. In addition to that I've also help bring JDA to the cutting-edge by developing and deploying their iPad newsstand app. Being responsible for Marketo email and landing page production, I managed, maintained and re-designed over 180 email campaigns and over 100+ landing pages for global marketing efforts within the company. Aside from my Marketo contributions, I also developed streamlined solutions for Marketo campaigns that helped increase the efficiency and effectiveness of our digital marketing efforts.

Chapman Automotive Group - Senior Web Designer/Project Manager (2007-2013):

Contributions to the Chapman Automotive Group run wide as they do deep. For the past six years, I've kept the Internet Department on the cutting-edge of design and technology, leading the team to keep abreast of an ever-evolving industry. Responsible for website design, I managed, maintained and re-designed 300+ websites for 23+ dealerships throughout the Arizona & Nevada region. Ability to multi-task and organize allowed me to thrive under pressure when working within tight deadlines. Working with the Chapman Automotive Group has taught me how to design and build web-based solutions that are SEO/SEM friendly. Being familiar with the latest SEO techniques has helped me improve the company's overall organic search results which in turn produced more leads. Most recently, I've lead the company into the new era of web design such as HTML5/CSS3 responsive based fluid RWD websites. I saved the Chapman Automotive Group time, money, and resources by creating and developing responsive based websites for each of the dealerships. Aside from my website contributions, I also developed and managed streamlined solutions for our banner and email marketing campaigns to support the company's growth goals and objectives.

Theta Interactive Inc. - Junior Level Web Designer/Flash Designer (2005-2007):

Facilitated diversification and expansion by creating a wide variety of website solutions tailored towards the Photography industry. Capability to design websites in multiple ways supported our ability to service a wider range of Photographers. In addition to my design contributions, I also had the opportunity to work and learn from some of the best flash designers in the valley. Utilizing design excellence coupled with newly acquired flash techniques, I was able to produce interactive flash demos for fortune 500 companies such as Logitech and Ubisoft. Interactive flash demos with nationwide coverage to promote new Logitech devices or Ubisoft video games.

Cricket Development Inc. - Entry Level Web Designer (2003-2005):

Designed and developed custom-built websites that helped strengthen the company's brand and reputation. Focusing efforts on each clients brand, products, and target market while providing design excellence, Cricket Development Inc. gained a reputation for quality. Each website was designed from scratch and built using a mixture of hand-coded HTML and CSS.

Dr. Geeks Inc. - Flash Designer (2002-2003):

Designed and developed flash buttons, headers, banners and websites that gave Dr. Geeks Inc. an edge over its competitors. Responsible for leading the company into the cutting-edge of Rich Media. Starting with Macromedia Flash 5, ability to learn and adapt to current trends, mastering the latest Adobe Flash Professional CS6. Manipulating graphics with timeline based tweening provided the ability to create an engaging user experience which left the consumer wanting more.

Associations

National Society of Collegiate Scholars: Full Member

Graphic Information Technology Club: Full Member

Awards

VICA: Vocational Industrial Clubs of America – 1st place gold medalist in web design

NSCS: Collegiate Scholar Awarded for outstanding GPA

ASU: Dean listed for outstanding GPA

Creative Skills & Continued Education

Creative Element

Passionately driven to create design excellence

Natural ability to recognize solid design work that fits customer requirements

Skill Development

Adobe Photoshop Expert teaching group classes

Self-Development through research and experimentation

Peer-Development through community groups and design conferences