# Profile

Dedicated Designer with degree in Digital Media and comprehensive experience in digital and print media, successful in fast-paced deadline driven environments creating new advertising and web designs. Proven effective at developing designs that integrate with a variety of social media platforms in multi-device environments.

# Experience

## SEO/SEM Digital Marketing specialist, North coast auto mall - bedford, OH FEBRUARY 2013 - Present

* Create, manage, and optimize PPC accounts for multiple websites & dealerships.
* Work directly with upper management to strategize marketing efforts, and deliver reports and analysis on results.
* Create and manage website and social media content for all four dealership locations, and reputation management.
* Creation and management of tracking telephone numbers for various marketing sources.

## Designer & Community Manager, Saleskatz INC - Cleveland, OH August 2012 – JANUARY 2013

* Developed full brand identity for the company, designing layouts/images/animations based on marketing input.
* Developed WordPress site, using HTML 5/CSS3/jQuery.
* Integrated website with social media platforms and managed SEO.
* Managed social media content in context with the company website.
* Redesigned application user interface based on customer feed back and optimized it for multiple devices

## GRAPHIC ADVERTISING DESIGNER, THRIFTY NICKEL Brevard - MELBOURNE, FL September 2010 - October 2012

* Designed and updated all print advertising for weekly 16-24 page American Classifieds publication.
* Worked with sales representatives and customers through the design and approval process
* Worked to strict weekly deadlines to meet publication schedules.
* Managed all social media accounts and completed a major SEO for local website, resulting in the top-rated classified site in Central Florida.
* Created custom promotional material including media kits, business cards, magnets, flyers and more.

## Web designer, Tentara digital studios - orlando, fl August 2009 - july 2010

* Assisted in production of various print materials for the Orlando Hispanic Film Festival.
* Managed multi-media orders for clients with off-site print company.
* Assisted with recreating corporate identity, developed successful email marketing campaign & social media marketing.
* Developed Wordpress site and trade show print and digital material for exposition at the Florida Media Market.

## Software support/marketing support, cadventure inc - mentor, oh June 2005 - December 2010

* Worked remotely to provide off hour customer support.
* Completed SolidWorks Essentials Course and became proficient with SolidWorks.
* Developed specialized HTML email templates and customized printed material for trade shows.

# Education

University of Central Florida - Orlando, FL BA, Digital Media, concentration in Digital Interactive Systems, 5/10

Google Analytics Academy Certifications GA Platform Principles & Digital Analytics Fundamentals

Google Partners AdWords Certification Advertising Fundamentals & Advanced Search

# Skills

* Highly skilled with Adobe Creative Suite 5.5, and Microsoft Office.
* Experienced with HootSuite, and all major social media platforms.
* Experienced with Google Analytics, AdWords, Places, and Webmaster Tools.
* Experienced with WordPress and associated plug-ins.
* Experienced in HTML/HTML5, CSS/CSS3 and jQuery libraries.
* Experienced with digital color codes & correction, file format resolution and converting files for print or digital content.
* Experienced in Mac OSX environments with basic Window knowledge.