

## profile

Creative designer and email marketer with over five years of experience with print and digital formats. Works well in fast paced environments both individually and with teams. Has experience with managing designers/email marketers in offices around the globe. Enjoys learning and staying up to date in UX, design, photography, and email marketing knowledge.

## employment

### Graphic Designer & E-Marketing Specialist *December 2013 - July 2015*

LearnQuest | Bala Cynwyd, PA

- Responsible for designing all marketing collateral including web for all offices
- Worked with Marketing team to create ideas to generate revenue for quarterly goals
- Helped IT department with maintenance and SEO related changes to website
- Web Designer for website redesign project
- Recommended e-mail strategies to meet overall revenue goals
- Managed e-mail marketing programs and schedules for international distribution
- Trained regional offices in using e-mail marketing system (iContact)
- Managed search for new e-mail marketing system
- Corporate photographer for management team headshots and corporate events

### Jr. Creative Print and Email Designer *November 2011 - December 2013*

Drug Information Association | Horsham, PA

- Managed e-mail marketing programs and schedules for international distribution
- Trained regional offices in using e-mail marketing system (Highroad/Blue Hornet)
- Advised regional offices on best practices in email marketing and increasing click and open rates
- Tracked analytics of emails, banners, and other digital marketing initiatives and reported results (results, opens, etc.)
- Created initial branding for DIA's largest annual meeting
- Managed responsive/mobile design template project for email marketing team
- Designed web and print ads for international annual meetings

### Business Development Specialist *April 2011 - November 2011*

Cumberland Valley Motors | Mechanicsburg, PA

- Designed marketing materials for print and web
- Created interior signage for dealership
- Handled outbound marketing and internet leads

## education

### SlideRule

UX Design School Certificate  
Completing November 2015

### Art Institute of York

Associate degree in Specialized Technology  
Graphic Design | June 2010

### Messiah College

Bachelor of Science  
Business Administration | May 2008

## skills

- logo design
- branding
- web design
- multi-page layout design
- email marketing
- photography
- print design
- HTML
- CSS

## software

- InDesign
- Quark
- Photoshop
- Illustrator
- Dreamweaver
- Flash
- Personify
- Mac OSX
- Windows