

Web Designer & Developer with 12 years of professional experience. I excel at working in a dynamic and challenging environment where I can utilize my many diverse skills, which include web programming (HTML, CSS, JavaScript, jQuery, Google Apps Script, PHP, MySQL), Adobe Creative Suite, Microsoft Office Productivity Suite, Google Drive Productivity Apps, Wordpress CMS, and several other productivity and creativity programs.

Work Experience

Web and Email Designer

Oct 2019 to Present

World Travel Holdings, Wakefield, MA

- Work with a team of designers and copy writers to create emails as white-label marketing for various partner brands and some house-based brands to sell cruises.
- Create emails and design cruise websites using brand guidelines for styling while maintaining the most up-to-date industry standards, such as ADA compliant, dark-mode capable, responsive web design.
- For email creation - design any needed imagery (jpgs, pngs, gifs, etc) in Photoshop, then build the email using HTML tables and CSS, as well as Salesforce Marketing Cloud API calls for dynamic content. Test emails by sending test proofs, sometimes testing on Litmus. Send proofs to proofing teams, edit as necessary and send final proofs before email launch.
- For cruise website design - wireframe in UX design software (used to be Adobe XD, have transitioned to Figma). When wireframe is approved, continue to design. Once design has been approved, send to web development and work with them to make sure design is compatible with company website systems and adjust as needed.
- Occasionally, create print-based marketing using Adobe InDesign, following brand guidelines for styling.
- Created a program for my team to streamline our workflow for a particular project for one of our bigger clients. In this program, I created a Google spreadsheet with an extension I wrote myself using JavaScript and Google Apps Script that gives a pop-up window with a form, the user makes their selections and inputs copy or links/alt tags for content, and the script takes that information and spits out the HTML code needed, all formatted appropriately for the platform that will be using it. This helps to avoid time-consuming errors in HTML link encoding and helps keep templated items consistent, while still being easy to update for new styles or layouts.

Email Marketing Creative Designer

Oct 2017 to Oct 2019

Potpourri Group, Inc., North Billerica, MA

- Worked in a team of five people within the eCommerce Department that was in charge of email asset production, email campaign quality assurance, website promotional banner design/setup, lightbox design & other design work.
- Made wireframes, wrote copy & designed email themes using styling/formatting/voice specific to the brand I was working on (there were 15 different brands within Potpourri Group).
- Before email campaigns launched, worked on quality assurance: emails were sent to our team & several other people in the department, we checked every email, looking for spelling & grammar errors, graphical errors, scheduling errors & linking errors, as well as making sure every email provided a good user experience (the way it appeared in the email client, were links clear within creative, did landing pages correspond to the creative theme...etc.).
- Designed sitewide banners to highlight promotions on the website, and set them up in the website Admin panel (using HTML and CSS I wrote and tested when the sites were switched to a responsive, ADA-compliant layout).
- Provided reporting to my supervisor based on Google Analytics & our ESP's reports: gathered information for the brands we needed, set up Excel docs to present information in a meaningful way, and used Excel formulas to automate the process so we could analyze why campaigns performed the way they did.

Marketing Manager, Creative, Web Developer

Jan 2013 to Oct 2017

Onpoint Web Design, Beverly, MA

- Designed in-house company websites and client websites with Photoshop, then developed those sites using Wordpress CMS, HTML5, CSS3, PHP, JavaScript/jQuery.
- Set up and launched sites on various hosting providers.
- Managed the company's email and online marketing campaigns.
- Managed special project schedules and delegated work to meet deadlines.
- Managed Google Sheets for record keeping of customer relationships.
- Designed a system to easily and efficiently track results of appointments, amount of leads coming in, amount & value of sales, as well as amount of cash coming in.
- Analyzed this data, presented it to the owners of the company for them to decide on next steps to take with the company.
- Researched, set up and maintained customer relationship management software (Pipedrive).
- Learned Google Apps Script & wrote a Google App for automating appointment sheet creation for the sales people (the app would take the lead's information from Pipedrive and write to Google Docs template, as well as linking that new file to Pipedrive, then moving that lead to the appropriate sales pipeline within Pipedrive).

Work Experience Prior to 2013

I spent several years in customer service & sales positions, including Sales Consultant for a Hyundai dealership, Sales Associate for Sears Fine Jewelry, and Customer Service Associate at Sears Auto Center. These positions all required greeting customers as they arrived, asking them leading questions to discover their specific needs, then help them get the products and/or services they needed. I'd also answer customer phone calls and emails, or direct them to the appropriate department.

I also worked in a medical office as a temporary receptionist at the Fitzpatrick Cancer Center of the Champlain Valley Physicians Hospital, Plattsburgh, NY where I checked patients in, directed them to the appropriate hospital wing, took payments, and entered their next appointment into the computer. I also worked as a file clerk during this period, bringing the doctors the patient charts they needed for the day, bringing back the ones from the previous day, and re-filing them in the file room, after checking that each chart contained all the necessary information.

Education

BA, Fine Arts with a Minor in Computer Science

Saint Lawrence University, Canton, NY, May 2010, Magna Cum Laude with Honors
Cumulative GPA of 3.62

- Completed a year-long Honors Project using art-centric programming language, called Processing
- Utilized this programming language to create simple, interactive design programs

Program Fluency

- Web programming, including HTML, CSS, Javascript/jQuery, Google Apps Script, PHP, MySQL
- Adobe Photoshop, Illustrator, InDesign, Premiere, and Acrobat
- Microsoft Office and Google Suite
- Microsoft and Apple operating systems
- Google Web Designer
- Wordpress CMS

Other Skills

- Fluent in Spanish
- Type up to 50 words per minute
- Experience with computer repair, hardware and software