



BUILDING YOUR BRAND WITH STRATEGY + DESIGN
 703.973.1911 4674 UTAH ST, APT 7, SAN DIEGO, CA 92116

ATTRIBUTES

Creative Problem Solver
 Pragmatic Strategist
 Detail-Oriented, Driven
 Organized, Meticulous
 Excellent Copy Editor

WEB/GRAPHICS

Adobe CS5, Captivate
 WordPress, HTML/CSS
 Google Analytics

E-MARKETING

Google AdWords
 Facebook Ads
 Constant Contact
 Salsa, AWeber

AUDIO/VIDEO

ProTools LE
 Cool Edit Pro
 Final Cut Pro HD

EDUCATION

Radford University [VA]
 B.S. Media Studies:
 Production Technology
 2003

PROFESSIONAL EXPERIENCE

Web + New Media Manager: Search for Common Ground (SFCG)

Authored RFP for a new Drupal website along with comprehensive web strategy. Consulted with various projects as thought leader on social media, emarketing, web & graphic design. Served as technical liaison between staff and contractors on web development initiatives. Expanded and modernized the organization's legacy HTML/CSS website, improving the look/feel, navigation, SEO, information architecture, multimedia & social media integration. Customized and launched mini-sites in WordPress for several programs and projects. Developed and implemented a web strategy to leverage social networks resulting in a 3x growth of followers/fans. Led training to enable non-technical staff to promote the org online. Supported HQ and field staff in 27 countries. Designed email templates, annual report, annual awards gala materials, project logos, newsletters, collateral, outreach & fundraising materials for both print & web. Copy Editor. (6/10 – 10/11)

eMarketing Specialist: CDC Software

Programmed and executed online and email marketing campaigns via CDC's MarketFirst system. Supported the Web Management Team in the delivery of an effective Online Web strategy through the use of Sitecore CMS. Project managed the creation of new email campaigns from inception through design, developing, testing, optimizing, sending, and tracking. Worked with the Internet Marketing Manager to optimize e-marketing campaigns in support of global SEO initiatives. (2/10 – 6/10)

Webmaster + Graphic Designer: gomembers, Inc

Oversaw and executed every aspect of the software company's 2 websites including all design, graphics, and content creation. Copy editor. Authored 1/4 of the content. Maximized SEO obtaining top 3 rankings on Google and Yahoo. Designed a wide range of marketing materials for web, print, email and trade show displays. Designed and executed all email and PPC campaigns. Produced software demo videos with my narration. Contributed to product branding, look & feel. (3/05 – 2/10)

Broadcast Specialist: John F. Kennedy Center for the Performing Arts

Shot video and ran sound for the archiving and web broadcast of the Millennium Stage's daily performances. (9/04 – 10/05)

Production Assistant + Board Operator: 99.1 HFS, Infinity Broadcasting

Ran the broadcast of syndicated and voice-tracked programs. Operated remote broadcast equipment on-site and in-studio. Produced remote air-talent from the studio. Artist and movie drops, commercial and ID preproduction. (3/04 – 1/05)

Freelance Graphic + Web Design, Audio/Video Production, Photography

Marcus Johnson (Billboard Top 10 Jazz Artist); Applied Knowledge Group; Hillsdale Animal Hospital; Liberte Clothing; Various musicians.