

WORK EXPERIENCE

RLS2000.COM, SPENCER MA, 01/2012 - PRESENT

Director of Digital Marketing and Design

- Produce and customize client websites and social media using HTML, CSS, and Adobe Photoshop, including working directly with the client through the production process and providing support and training
- Manage the website production process and oversee two designers during website buildout and inside sales manager on marketing activities
- Plan, implement, and manage all marketing activities, including email campaigns, blogging, social media campaigns, and online advertising
- Conceptualize, design, and produce print materials such as flyers and postcards

MASS GENERAL HOSPITAL MARKETING DEPARTMENT, BOSTON MA, 09/2011 - 12/2011

Web Production Contractor

- Developed HTML, created and optimized graphics, edited copy, and managed web production according to Mass General Hospital web standards style guide
- Worked with internal web authors to optimize TeamSite CMS production and migration processes, develop new pages, and maintain and edit content on the site on time and within budget
- Performed quality assurance for the look, feel, and functionality of the website through HTML, CSS, and content management tools

FRIENDSHIPWORKS, BOSTON MA, 08/2007 - 06/2011

Program Coordinator, 08/2008 - 06/2011

- Developed, created, and prepared for print all design materials, including: brochures, annual reports, newsletters, business cards, letterhead, envelopes, postcards, rack cards, banners, & newspaper advertisements
- Oversaw name change, including complete redesign of print and web materials and public relations roll-out
- Responsible and accountable for the management of the Medical Escort program, including: supervising a team of 20 volunteers; building and maintaining communications with internal and external stakeholders; defining, initiating, and completing program modifications; and regularly reporting on all program statistics and activities

Marketing and Development Associate, 08/2007 - 08/2008

- Evaluated effectiveness of outreach materials and led development, design, and production of new materials
- Managed integrated marketing communications for fundraising and donor appreciation events
- Publicized FriendshipWorks' mission to constituents through direct mail, email, letters, newsletters, grants, press releases, and events

SKILLS

*Adobe CS6 (InDesign, Illustrator, Photoshop, Dreamweaver, Fireworks, Flash) • HTML • CSS • Bootstrap
WordPress • Microsoft Office 2010 • Constant Contact • Interwoven CMS*

Client interaction, with over 14 years' work experience in customer service

EDUCATION

Boston University Center for Digital and Imaging Arts - Certificate in Graphic and Web Design, 09/2011

Syracuse University - B.A. in Cultural Anthropology, graduated summa cum laude 05/2007