

**WHAT ARE YOU LOOKING FOR:**

Are you looking for a pragmatic, self-sufficient designer that has an insatiable appetite for learning, willingness to dive into any project (design-related or otherwise), with an analytical mind to span the gap between developers/engineers and creatives? If you are, then I am the designer for you.

**PROGRAMS & TECHNICAL EXPERTISE:**

**ADVANCED:** Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere), Windows, Mac OS, WordPress, CSS, Mailchimp & Constant Contact Email, Sharepoint, Microsoft Office (Word, PowerPoint, Excel), Google (AdWords, Analytics)

**INTERMEDIATE:** Lucky Orange & WebTrends Analytics, HTML5, ASP.net, PHP, jQuery, Salesforce, ExactTarget & Lyris Email.

**EXPERIENCE:**

• PRINT • MULTIMEDIA • DIGITAL

**Senior Graphic Designer**

FEBRUARY 2021 – CURRENT

COLLIERS | COLLIERS.COM/MSP

- **Email Marketing:** Spearheaded the transition from MailChimp to Email Studio (SalesForce) within four months. Designed and built 15+ email templates.
- **Support:** Created over 20 training videos for broker admins in areas of design, video production, and email.
- **Pitches & Proposals:** Designed and built 10 digital presentations in PowerPoint, InDesign, and Ceros resulting in \$500,000 in revenue.
- **Infographics:** Created three interactive maps and an interactive org chart in Ceros.

**Graphic & Web Designer**

FEBRUARY 2011 – MARCH 2020

CSM CORPORATION | CSMCORP.NET

- **Web Design & Analytics:** Designed and built six WordPress sites including KipsPub.com (Bronze Award in Digital Marketing - Websites - 2018 Adrian Awards).
- **SEM:** Devised and implemented the first longtail campaign resulting in \$8,421 revenue with \$54 spend.
- **Cross Media Design:** Designed and created the direct mail pieces, ads, flyers, print banners, web banners, responsive websites, landing pages, and email templates for all CSM hotels and apartments.
- **Branding & Brand Management:** Maintained Marriott, Hilton, Hyatt, and Radisson brand standards for 43 hotels. Created brand identities (color scheme, logo, website) for AltitudeMN.com and Floor13RooftopBar.com.

**E-Marketing Specialist**

FEBRUARY 2008 – JULY 2010

SHAVLIK (NOW IVANTI) | SHAVLIK.COM

- **SEM:** Managed Shavlik's \$3,000/month Google AdWords budget. Decreased the cost/lead from \$3.00 down to \$0.50.
- **SEO:** Implemented their SEO strategy and succeeded by getting Shavlik on Google's first results page for patch management, compliance reporting, PCI and FDCC scanner, SCAP validation and virtual machine security.
- **Web Design:** Created every graphic, page, flash animation and a majority of the videos on the Shavlik website. Streamlined the web update process by integrating XML, AJAX, jQuery, and CSS.
- **Administration:** Administered every marketing tool, including WordPress, ListManager (Email) and Salesforce.

**Senior Designer**

APRIL 2006 – NOVEMBER 2007

ONVOY (NOW INTELIGENT) | ONVOY.COM

- **Branding:** Successfully rebranded visual identity, including letterhead, business cards, sales collateral, PowerPoint templates, and the website.
- **Web Design:** Designed, produced and updated four distinct websites, including the Onvoy corporate website, the Onvoy Retail Sales website, the Onvoy Agent Channel website, and the Onvoy Customer web site.
- **Print Design:** Designed the print collateral, communicated with vendors, prepped all files for print and inspected the final product for quality and errors.
- **Multimedia Design:** Filmed, edited, and produced 11 internal videos which employed motion graphics, green screen technology, and audio/video compositing.

**Graphic Designer**

APRIL 2002 – APRIL 2006

ENIVA CORPORATION | ENIVA.COM

- **Print Design:** Designed and modified 90+ product labels, promotional pieces, magazines, catalogs, trade show/convention graphics, signage, and direct mail pieces.
- **Multimedia Design:** Filmed, edited, produced, and posted internal promotional videos to the Eniva website. Edited and posted recorded 60 phone conferences to the website for the internal sales people.
- **Web Design:** Designed and created the EnivaQuality website as well as maintaining and updating the three other distinct corporate websites, including the Eniva Corporate website, the Eniva Members' Self-Replicated website, and the Eniva Members' Back Office.

**EDUCATION:**

**Bachelor of Fine Arts–Graphic Design**

**University of Wisconsin–Stout**

**(Graduated Magna Cum Laude)**