

Graphic Designer / Interactive Marketing Analyst

Core Qualifications

- Excellent communication skills demonstrated by ability to listen effectively before offering feedback and possible solutions.
- Passion for finding ways to measure success in the interactive space using web analytics and usability studies.
- Comfortable with coffee addiction and short deadlines.
- Kicks ass at interpreting website traffic and put the results into context for other teams to create actionable plans for site improvement.

Experience Highlights

Brand Identity

- Used expansive working knowledge of design trends and the conventions of web usability to increase brand engagement and visitor loyalty.
- Often goes beyond core job description to meet deadlines and ensure all designs reach their target markets.
- Continuously recognized for creative advertising talents.

Communication

- Able to explain complex analytics test results to coworkers with limited web experience in a way that generates enthusiasm when choosing actionable plans to improve site success.
- Often selected as the most effective solution to design problems requiring a fast turn-around and minimal instruction.
- Recognized as an organized and effective visual communicator through the execution of strong conceptual design work.

Analytics & Usability

- Conducted short analytics campaigns studying how visitors are using website and where problem areas exist – including newsletter registration – and how they can be improved.
- Used analytics data to make informed decisions on how to grow website performance (specifically: User Experience/Visitor Engagement).
- Established analytics dashboards which can be easily read and clearly outline how site performances is directly impacting the companies bottom line.

Employment History

Webmaster/Content Mgr	Emmis (Jul 2006 – May 2008) Austin, TX
AE/Design Consultant	WebSourced (Mar 2005 – Jan 2006) Raleigh, NC
Sales Site Mgr	Earthlink, Inc. (July 2003 – Aug 2004) Austin, TX
Salesperson	Earthlink, Inc. (Dec 2001 – July 2003) Austin, TX

Education

BFA Communication Design Texas State University at San Marcos (2004)

Other Experience

Eagle Scout - fund-raising event organizer Boy Scout Troop 567 (1996-1999)

Design Recognition

- Emmi Nominee - Website of the Year - www.krox.com (2007)
Emmis Communications internal awards
- Spinner Award - invitation mailer design for WebSourced Inc. (2005)
Photospin.com, stock photography competition
- Hoffman Memorial Award - GetActive.net animated tv spot (2005)
Creative Summit Design Conference
- Ralph Award - Bell Helmets tv spot (2005)
Creative Summit Design Conference
- Gold Metal - Titos Vodka ad campaign (2004)
San Antonio Addys Competition
- Honorable mention for advertising campaign (2004)
Houston Show Design Competition
- Honorable mention for Lance Armstrong TV spot (2003)
Dallas Society of Visual Communications
- Ralph Award - DSVC scholarship for Tabasco ad campaign (2003)
Creative Summit Design Conference

Technical Background

Visual Sciences HitBox, Google Analytics, Feedburner, Windows XP, OS X, HTML, CSS, FTP, all Adobe products, Dreamweaver, Microsoft Office, various special effects and video editing programs, working knowledge of internet browsers and mail clients, familiar with the core concepts of search engine technology and search engine marketing