

## **EMPLOYMENT HISTORY**

**MudHole.com**, Orlando, FL

**Email Marketing Manager/Designer**

**March 2012 – Present**

- Design and execute weekly email blasts to 70,000 customers. Evaluate metrics
- Manage day to day web site content and design needs for Mudhole.com and subsidiary brands
- Manage all bids, ads and keywords in PPC accounts
- Manage social media marketing posts, user engagement and expand customer reach
- Large format printing, t-shirt printing and laser engraving
- Compose and manage print products such as yearly calendars and magazine articles.

**RT Design Group**, Orlando, FL

**Project Manager (March 2010 – March 2012) & Graphic/Web Designer (March 2008 – March 2010)**

- Manage multiple international and domestic programmers, designers and project timelines.
- Handle day to day client requests and client site content
- Manage client hosting ,email accounts, front end development and MySQL database
- Educate customers on backend systems for management.
- Design, produce and assemble web pages
- Develop logo designs and concepts
- Create and execute email campaigns

**XP Solutions**, Lake Mary, FL

**Email Marketing/Web Designer**

**June 2007 – March 2008**

- Create and execute email campaigns for 200k+ customers
- Evaluate marketing metrics and user trends
- Graphic designs for UK and US e-commerce sites Clickinks.com. Printerinks.com, 999inks.co.uk
- Design, produce and assemble landing pages for PPC/Affiliate campaigns
- Develop logo designs and concepts
- Manage web sites for XP Solutions companies

**I.D.E.A.**, Orlando, FL

**Graphic/Web Designer (contractor)**

**December 2006 – April 2007**

- Assisted on all graphic design elements
- Design, produce and assemble presentation concept books.
- Develop logo designs and concepts
- Manage web based sites for IDEA and IDEA clients
- Coordinate project design direction with director of design

**Stirling Sotheby's International Realty** Lake Mary, FL

**Web Designer**

**June 2006 – December 2006**

- Completed multiple websites for housing communities and private properties.
- Worked on numerous email campaigns from creation to distribution.
- Tracked web activity with Urchin/Google Analytics software.
- Manage mass email accounts and lists.
- Property input and management.

## **EDUCATION**

UCF, Orlando, FL

**Bachelors of Arts**, Digital Media – Graphic Design

**Completed 2006**

## **SOFTWARE & SKILLS**

- Expert level knowledge of: Adobe Suite, Joomla, MailChimp , Blue Hornet, WordPress, database management and front end development., HTML, CSS, Flash, Netsuite, phpMyAdmin, Navicat, JS