



Exceptional organizational and time-management skills. Adept to completing projects under strict timelines. Quick learner and thrives in a team environment.

Passionate for creating websites that are both functional *and* beautiful.

AREAS OF EXPERTISE

- Website Design
- Graphic Design
- User Experience
- Quality Assurance
- Front-End Development
- Email Marketing
- Search Engine Optimization

CONTACT ME

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PROFESSIONAL EXPERIENCE

Children's National Health System
Public Relations and Marketing Department
Online Specialist

Oct 2013 - Present

Operations:

- Serves as lead designer to develop wireframes and design mock-ups for team presentations and the development of web templates, campaign pages, and microsites.
- Designs digital and print collateral using Adobe Creative Cloud for internal and external hospital communications to strengthen brand awareness, promote events, and increase engagement on social platforms.
- Facilitates cross-browser, cross-platform testing to improve user experience for childrensnational.org and microsites.
- Assists with the creation, testing, and distribution of consumer-focused HTML email newsletters in coordination with the public relations editorial calendar and the hospital's Foundation communications.

Key Accomplishments:

- Completed a full website redesign and Sitecore CMS integration of childrensnational.org, which involved digital strategy development, UX design, content migration, information architecture, QA testing, and execution.
- Hand-coded responsive, action-oriented campaign landing pages from Photoshop files, which furthered marketing initiatives and increased primary care appointments at hospital locations throughout Northern Virginia, DC, and Maryland.

Found Interactive and Design
Front-End Interface Designer

Jan 2012 - Aug 2013

- Designed and developed custom Wordpress websites and plugins from initial concept, site architecture, and user interface to finished deliverables.
- Facilitated project management, client Wordpress training, and site documentation to ease website maintenance.
- Developed fully functional e-commerce websites using WooCommerce for Wordpress and Magento.
- Assisted in programming, styling, and testing custom web and mobile applications for clients using Ruby on Rails, HTML, CSS and Javascript.
- Managed video editing and production, social media campaigns, and email newsletter creation and distribution, which increased clients' web traffic and online revenue.

James Madison University Writing Center
Marketing and Outreach Internship

Jan 2012 - May 2012

- Redesigned and restructured the writing center's website before a content management system had been implemented, reducing daily maintenance efforts.
- Designed print and digital collateral for promotional events throughout the campus.

TECHNICAL SKILLS

Languages

HTML5, CSS3, PHP, Javascript

Software

Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe Dreamweaver CC, Git, Final Cut Pro, iMovie

Content Management Systems

Sitecore, Marqui, Wordpress, Adobe Business Catalyst

Platforms

Macintosh OS X, Windows

ACADEMIC QUALIFICATIONS

James Madison University - Harrisonburg, VA

May 2012

Bachelor of Arts in Media Arts and Design, Converged Media Concentration
Technical Communications Minor
Magna Cum Laude