



Results driven ecommerce design and digital marketing professional with 10+ years of experience designing websites and promoting brands. Proficient in Adobe creative software, hand coding clean HTML/CSS-LESS/jQuery, and search engine marketing (SEO/PPC).

EXPERIENCE

Freelance design & marketing | Bootstrap Creative, Sterling Heights, MI
June 2014–present

- I help online stores sell more, increase traffic, and promote their brand

Senior web designer | Flagstar Bank, Troy, Michigan
June 2011–June 2014

- Improved organic search traffic and online applications after redesigning the Flagstar Bank website to have a clearer visual hierarchy

Front-end web designer | Sendwell, Walled Lake, Michigan
June 2009–October 2010

- Increased new user signups and user engagement after redesigning and writing cleaner HTML & CSS for OriginalPoetry.com

Graphic designer | Catalyst Design, Rochester, Michigan
November 2007–June 2009

- Designed tradeshow graphics and marketing materials for local automotive suppliers FEV, Federal Mogul, and Dura Systems

Art director | Doner Advertising, Southfield, Michigan
April 2007–November 2007

- Worked with copywriters to develop print collateral for clients such as: Blockbuster, Owens Corning, and AutoTrader

Graphic designer | StelterPartners, Grand Rapids, Michigan
April 2005–April 2007

Graphic designer | Form Works, Grand Rapids, Michigan
May 2004–April 2005

EDUCATION

B.S. Visual Design and Web Media | Ferris State University,
College of Business
May 2004

CERTIFICATIONS

Bing Ads Accredited Professional | Bing Ads
September 2013–Present

Google AdWords Qualified Individual (Display Focus) | Google
October 2013–Present

Inbound Marketing Certification | Hubspot Academy
July 2013–Present

SKILLS

Branding

- Brand style guide creation
- Corporate identity
- Logo design
- Print collateral

Online marketing

- Content marketing
- Ebook design & development
- Email marketing design
- Google AdWords - Display
- Google Analytics reporting
- Google Webmaster Guidelines
- Google Webmaster Tools
- Keyword research
- Landing page optimization
- On-page keyword optimization
- Pinterest pin design and marketing
- Screaming Frog SEO Spider
- Search engine optimization

Web design

- Adobe Creative Suite
- Bigcommerce template design
- Custom WordPress themes
- Responsive web design
- Web application UI design

Front-end development

- BrowserStack
- CSS frameworks - Bootstrap, Zurb, Yahoo, 960, and HTML5 boilerplate
- Hand code HTML, CSS-LESS, and jQuery
- GitHub
- Grunt
- Theme development - Bigcommerce and WordPress