



Results driven web 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

Self employed | Bootstrap Creative, Sterling Heights, MI

June 2014–present

- Released Crafted, a Bigcommerce online store theme, to help handmade product sellers grow their business outside of the Etsy marketplace

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

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
- Print collateral
- Tradeshow graphics

Online marketing

- Content marketing
- Ebook design & development
- Email marketing design
- Google AdWords - Display
- Google Analytics reporting
- Google Webmaster Tools
- Keyword research
- Landing page optimization
- On-page keyword optimization
- Search engine optimization

Web design

- Adobe Creative Cloud
- 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, Transmit FTP
- Theme development - Bigcommerce and WordPress