



Data driven web design and marketing professional with 10+ years of experience developing and promoting websites. 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, Michigan

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

### Web design

- Adobe Creative Cloud
- Persona based design
- Responsive web design
- Web application UI design

### Front-end development

- Cross browser testing - BrowserStack
- CSS frameworks - Bootstrap, Zurb
- Email marketing design/development - Mailchimp
- Hand code HTML, CSS-LESS, and jQuery inside Textmate
- GitHub, Grunt, Transmit FTP
- Theme development - Bigcommerce and WordPress

### Online marketing

- Content marketing & organic search traffic growth
- PPC - Google AdWords, Bing Ads
- Google Analytics reporting
- Keyword research
- Landing page optimization
- On-page SEO optimization