

## EXPERIENCE

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### Higher Education

November 2018-Present

#### Brandeis University International Business School

Associate Director of Marketing and User Experience

- Manages a team of web editors and designers responsible for maintaining the school's web platforms and developing creative assets for print and digital
- Serves as a member of the senior leadership team and advises on marketing, design, and digital strategy for the school and its programs
- Develops new features for the school's website using design software and front-end scripting languages
- Conducts user research and focus groups to test new programs, creative assets, and digital experiences before putting them into market
- Designed a new email template that helped increase unique clicks by 96%
- Created an advertising budget and strategy then hired an agency through an RFP process to develop and test new brand creative that will extend into a digital ad campaign for enrollment

August 2016-November 2018

#### User Experience Specialist

- Managed the school's website and associated digital platforms by developing content, ensuring accessibility compliance, and performing quality assurance
- Executed a two-year website redesign project including research, information architecture, wireframes, mockups, prototypes, user testing, and front-end development—led to a 45% increase in sessions, a 72% increase in pageviews, and a 12% decrease in bounce rate
- Constantly reviewed performance metrics and user journeys with Slate and Google Analytics to demonstrate ROI and drive actionable insights
- Designed and edited print collateral and digital assets including ads

### Graduate Program

July 2015-May 2016

#### Elon Interactive Media

Web Development and Design Student

- Designed high-fidelity, interactive interface prototypes using Sketch and InVision
- Built responsive websites with frameworks and by writing HTML and CSS from scratch
- Created infographics, typefaces, interface designs, videos, and motion graphics using Adobe CC

### Nonprofit Client

January 2016

#### Chamber of Tourism – Sierpe, Costa Rica

Lead Web Developer and Assistant Designer

- Traveled to Costa Rica with a small team of Interactive Media students to conduct research, understand the target audience, and create original content to produce a digital presence for the client
- Built DestinationSierpe.com with WordPress using new designs, photos, videos, and written content

### Pharmaceutical Corporation

November 2014-July 2015

#### Merz North America

Channel Marketing Coordinator

- Managed design, approvals, and quality assurance for emails deployed by Merz brands
- Analyzed email metrics using ExactTarget and reported insights that increased click-through rates
- Used Google Analytics to study website metrics and provide reports that proved the value of marketing initiatives
- Built a master, cloud-based content calendar to organize communications for all business units

### Small Business Start-Up

July 2014-Present

#### Authentic NC Goods

Marketing Manager

- Designs marketing materials using Adobe CC
- Built website using WordPress

### Content Marketing Agency

October 2012-November 2014

#### Pace Communications

2013 Content Marketing Agency of the Year

Digital Content Manager on Walmart Account

- Worked on *Walmart World*: An internal program focused on achieving brand advocacy and retention of Walmart's 1.3 million associates in the U.S.
- Played an essential role in the planning, launch, and maintenance of Walmartworld.com
- Scheduled, uploaded, and performed quality assurance on new website content using Ektron CMS
- Ideated, planned, and effectuated digital-exclusive and print-based content across Walmartworld.com and Walmart's social media accounts
- Interpreted data and conducted extensive research to produce reports and present content strategy recommendations for the client

### Full-Service Agency

Summer 2010 and 2011

#### Trone Brand Energy

GREENIES® Account Management Intern

- Generated brand awareness and relationships with online influencers
  - Created and delivered a presentation to the agency on emerging digital trends using *Prezi*
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## EDUCATION

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M.A.

Elon University

Interactive Media

B.S.B.A.

Appalachian State University: Walker College of Business

Double Major: Management and International Business

Minor: Spanish

Certificate

MIT Computer Science & Artificial Intelligence Laboratory

Human-Computer Interaction for User Experience Design

Study Abroad

University of Málaga, Ronda (Spain)