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# Hello.

I'm an Interactive Marketer with over 10 years experience in bringing the web to life.

I have a passion for design management and building creative and user centric interactive experiences (i.e. I build pretty things that people like to use online).

## Experience

### **GROUP MARKETING MANAGER, LICENSING INTERNATIONAL ADVANSTAR COMMUNICATIONS — 2007 - CURRENT**

I have worked as creative lead on exhibitor and attendee marketing materials for Licensing International Expo for the past few years. Managing a team of 7 artists, writers, and coordinators we put together all marketing collateral (print and online) for the show and helped the show move from New York to Las Vegas successfully. In 2009 the website saw it's traffic grow over 500% with over 80% of all registrations being handled by a new registration process our team put in place.

### **PROMOTIONS MANAGER, MARKET DEVELOPMENT ADVANSTAR COMMUNICATIONS— 2006-2007**

I was hired in to correct many standards compliance issues with this teams email and web development procedures. Managed 3 other promotions team members leading the group to a record high profit in 2007 through the use of multi-touch promotions.

### **USER INTERFACE DEVELOPER — AMERICAN GREETINGS 2004 - 2006**

Worked to build interface designs and online merchandising strategies for e-cards and online creative applications (such as Create & Print, Photo e-cards, and calendar e-vite services). Encouraged CSS standards development and worked to implement web standards across existing properties while building a framework to ensure future adherence.

### **BROADVOX COMMUNICATIONS 2003 - 2004**

Led in-house team of front-end developers and designers in producing print and e-media collateral for Voice-over IP company. Managed budgets and decided campaign directions for primary brand and white label vendors.

## Education

Washington University in St. Louis, MO — Bachelors of Arts from Givens School of Architecture, 2002

## Skills

**CODE**  
HTML, XHTML, CSS, PHP, javascript

**PRINT**

Mac and PC based design and presentation softwares (Photoshop, Illustrator, Fireworks, InDesign, Powerpoint, Word, Pages, Keynote). Experienced with setting up pre-press design documents.

**WEB**

Knowledge of many content management systems (Wordpress, Joomla, Drupal, Nucleus).

## Referrals

Referrals & physical portfolio are available on request.