



## Objective

To obtain a position in an environment that offers stability and encourages personal and professional growth.

## Skills

High-level managerial, leadership, problem-solving, decision-making, communication, and organizational skills. Able to create customer experience centric websites with meticulous attention to detail while adhering to written and verbal directives.

**Proficient in:** WordPress, Elementor, Divi, Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Premier, HTML and CSS, JQuery and Bootstrap, SEO, UI and UX design, customer experience design, CMS systems, responsive web and mobile design, responsive email design, wireframing, magazine and packaging design, logo design, creating infographics, digital and traditional illustration and painting, photography, photo editing and retouching, video editing, traditional and digital print processes. Also proficient in the creation and implementation of social media content, Microsoft Office programs, and the creation of custom Power Point templates. Experienced in using SharePoint and Pardot platforms.

## Education

<b>Nova Southeastern University</b>	MBA — Graduated cum laude GPA: 3.8/4.0	02/2012
<b>Florida Atlantic University</b>	BFA — Graduated cum laude GPA: 3.6/4.0	04/2003

## Employment History

### Odyssey Media

#### Senior Director of Digital Strategies

**12/2019 — Current**

- Responsible for launching, deploying, and maintaining all aspects of the organization's new website in accordance with management and stakeholder directives, while implementing cutting edge UX principles.
- Writing, editing, and proofing web posts, articles and digital content.
- Suggesting, researching and implementing cohesive engagement and profit-generating strategies to increase revenue. These include webinars and event-based platforms to help the company transition into a digital environment.
- Responsible for strategizing engagement and customer experience in web, webinar and event-based platforms.
- Working directly with owners and C-level executives to implement brand strategies and goals.
- Managing individuals responsible for web development and design to maintain quality and brand integrity.
- Working with outside vendors to establish website database integrity, while streamlining processes and removing redundancies.
- Collaborating with the editorial director to implement website content.
- Responsible for the maintenance of legacy software and websites, site migrations, and troubleshooting.
- Developing WordPress templates, website content, images, and plugin management.
- Implementing training paths for employees to achieve career goals and maximize potential.

### Banyan Hill Publishing

#### WordPress Developer

**12/2018 — 12/2019**

- Designing and building best-in-class landing promo pages and microsites while ensuring designs are technologically sound and render consistently in cross-browser environments, with best SEO principles.
- Customizing, building and maintaining WordPress themes optimized for mobile and tablet devices.
- Researching current UX tools to improve site usability, interface design, architecture, layout and content with the goal of ensuring a positive customer experience throughout all aspects of the website.
- Creating and updating reusable code libraries to streamline the development cycle.



## **Employment History (continued)**

- Document processes and code in a clear, comprehensive and organized manner.
- Providing support for ongoing maintenance of existing websites while reporting, tracking and fixing website bugs.
- Collaborating with the e-commerce, marketing, and SEO departments to help improve overall customer experience and increase conversion.
- Researching emerging technologies to increase the efficiency and profitability of organizational processes.

---

### **The Institute for Natural Healing Web Production Manager**

**01/2018 – 12/2018**

- Responsible for supervising and monitoring the organization's online presence and brand identity while adhering to current UX principles.
- Supervising internal human resources and external freelancers to ensure that organizational goals are met.
- Coordinating/supervising efforts between internal employees and centralized services to ensure organizational compliance with Visa, Prop 65, and GDPR.
- Working with marketing, supplement, and editorial departments to provide support and content-based deliverables needed to keep business output at a high level.
- The creation of HTML and print-ready newsletters for monthly subscribers.
- The creation of promotional landing pages, video sales pages, and CMS based order pages.
- The creation of microsites utilizing HTML, CSS, JQuery to be used in promotional launches.
- The creation of responsive, HTML based emails for desktop and mobile email clients.
- The creation of logos and web banners for products and promotional uses.

---

### **Newsmax Media Inc. Graphic Department Manager**

**02/2014 – 12/2017**

- Managing all online content produced by the graphics department for internal and external stakeholders.
- Managing inter-departmental human resources issues and resolving interpersonal conflicts.
- Working with employees, and internal and external clients to create departmental standards and procedures.
- Working inter-departmentally to evaluate business goals and strategize the best ways to achieve them. Suggestions included implementing Javascript slideshows, the use of online galleries to increase unique page views, and the personalization of the user experience by creating a unique account that allows users to customize his/her interaction within the site.
- Creating responsive and mobile-friendly user interface designs, that integrate original graphics, color schemes, and typography by using modern design aesthetics and online fonts such as Adobe Typekit and Google Fonts.
- Designing for mobile devices and responsible for spearheading the organization's responsive design initiative.
- Ensuring that all web and landing pages created by the graphics department meet web standards and possess cross-browser compatibility, degrade gracefully across those platforms, and ensuring they perform properly by testing them in various browsers and on a variety of mobile devices.
- Creating functional web-based HTML, CSS, and Javascript layouts using a process that begins with brainstorming with stakeholders, sketching and creating thumbnails of ideas, designing mocks and compositions in Photoshop, then translating those ideas into web and landing pages that meet functional specifications.
- Creating text-only versions of pages and using descriptive HTML markup, consistent with Section 508 compliance.
- Creating wireframes to meet the verbal and written specifications of stakeholders and using wireframes to create design compositions and functional web and landing pages.
- Working with social media stakeholders to conceptualize imagery consistent with the organization's brand identity, then producing the final imagery to meet their expectations.
- The creation of responsive, HTML based emails for promotion to internal and external clients.



## **Employment History (continued)**

- The creation of web banners used for a variety of marketing needs.
- The creation of logos for corporate needs.
- Creating magazine pages newsletter pages and magazine advertisements for national publications.
- Creating original layouts and templates, as well as writing and editing the copy used for marketing media kits and promotional materials used by sales representatives and advertising executives.
- Video editing, photo editing and photo retouching for the web, print and digital publications.

### **Freelance — Axiom Studios Inc.**

**Owner**

**06/2008 — 02/2014**

- The creation web sites for clients using Adobe Creative Suite, HTML, CSS, Javascript and WordPress.
- Updating and maintaining existing web pages using WordPress.
- The creation of infographics, web banners, social media material and online images based.
- The creation of logos based on client's directions.
- The creation of illustrations and comic artwork for print publication.

### **Bankrate, Inc.**

**Web Designer**

**03/2012 — 02/2014**

- The creation of digital and collateral material using the Adobe Creative Suite, HTML, and CSS.
- Updating and maintaining existing web pages using a proprietary Content Management System and WordPress.
- The creation of infographics, web banners, social media material and online images.
- The editing and implementation of Javascript galleries and slideshows.
- The creation of logos for corporate needs, including the organization's popular myBankrate logo.
- Creating web and mobile mocks to showcase design concepts and functional specifications prior to deployment.

### **Newsmax Media Inc.**

**Graphic/Web Designer**

**04/2008 — 03/2012**

- Working with owners and executives, as well as editorial and marketing departments to conceptualize and design magazine layouts, collateral material, newsletters and newsletter templates for national distribution.
- Overseeing projects through both graphics and IT departments to ensure creative and functional integrity.
- The creation of web and landing pages, and web banners using HTML, CSS, Dreamweaver, and Flash.
- Using wireframes to create design compositions and functional web and landing pages.
- Creating web pages that meet functional specifications and implementing them using the company's Kentico Content Management System.
- Working with social media stakeholders to conceptualize imagery consistent with the organization's brand identity, then producing the final imagery to meet their expectations.
- The creation of magazine advertisements for national publications.
- Traditional and computer illustrations for editorial use in addition to photo retouching and color correction.

### **BankAtlantic Bancorp, Inc.**

**Graphic Designer II**

**07/2006 — 04/2008**

- The conceptualization and creation of newspaper ads, magazine ads, and direct mail pieces.
- Supervising the creation and implementation of BankAtlantic Center LED animation.
- The creation of logos, web banners, brochures and other collateral material.



## **Employment History (continued)**

---

### **Catalina Lighting**

#### **Assistant Graphics Manager**

**03/2005 — 07/2006**

- Packaging design for Lowes' Portfolio brand, Linens & Things, Bed Bath & Beyond, Target, Office Max, Office Depot, Staples, Walmart Canada and Fred Meyer.
  - Responsible for organizing and managing the printing and production of one of the largest merchandise rollouts in company history at the time.
  - Working with international employees in Asia and Canada to ensure brand consistency and timely production of merchandise and packaging.
  - The creation and print production of magazine ads, brochures, product catalogs, invitations, duratrans designs, POP signage and trade show displays.
  - Photography, photo manipulation/editing and photo retouching.
- 

### **Fast and Furious Custom Painting**

#### **Graphic Designer**

**04/2004 — 02/2005**

- The creation of ads, banners and logos used for company and promotional purposes.
- The creation of illustrations and templates used by airbrush artists in final illustrations.
- The creation of company spreadsheets, catalogs and press kits.