

Objective

Data-driven digital marketing strategist with 9+ years of experience. Seeking dynamic and challenging position with the opportunity to make a major impact through creative campaigns and hard work.

Marketing skills

Web design, UI/UX, social media, digital advertising, PPC/SEM, copy writing, SEO/SMO, bulk email, photography, branding, Advanced Google Analytics Certification, Google Tag Manager Certification, SiteImprove Accessibility Fundamentals for Web Certification

Software skills



Social skills

I have professionally managed:



Awards



- Gold Hermes Creative Award** | Website Design | 2020
- Gold Hermes Creative Award** | Nonprofit Website Design | 2020
- Silver Excalibur** | Website | PRSA - Houston | 2017
- Silver Excalibur** | Integrated Communications | PRSA - Houston | 2017
- Bronze Excalibur** | Social Media | PRSA - Houston | 2017
- Nonprofit Communication Team of the Year** | PRSA - Houston | 2017

Professional Experience

Space Center Houston Digital Media Supervisor

July 2015–Present | Houston, Texas

Manage and analyze Space Center Houston's digital presence and oversee the tasks and responsibilities of five contractors in areas including web design, social media, SEO/SMO, digital advertising, photography, and videography.

- Established the center's digital media strategy.
- Created a social media plan for the evolving nonprofit that resulted in a 100% increase in followers in the first year.
- Completed a website overhaul that included a bright new design and clean interface as well as the addition of a blog and event calendar.
- Made improvements to the content, design and UI of the website, spacecenter.org, resulting in an 85% increase in sessions (4 million).
- Wrote custom metadata, created an XML sitemap and implemented other SEO tactics resulting in an 80% increase in the number of pages indexed by search engines.
- Developed digital programmatic advertising campaigns and budgets delivering millions of impressions and hundreds of thousands of dollars in revenue in mediums including search engine, social media, and digital display.
- Spearheaded the digital marketing of a successful Kickstarter campaign for the restoration of Apollo Mission Control. The campaign raised over \$500,000.

PersonalWeb Director of Marketing

June 2012–May 2015 | Tyler, Texas

Oversaw tasks and responsibilities of five people in areas including web design and development, social media, bulk email, SEO/SMO, advertising, and public relations.

- Wrote corporate and product identity content.
- Maintained the corporate site and helped maintain multiple product sites and blogs.
- Wrote and distributed press releases about company news and product launches and coordinated media opportunities.
- Acted as liaison between marketing and software development team.
- Generated and implemented strategies that ensured product development corresponded with corporate and marketing goals.

PersonalWeb Creative Director

February 2011–June 2012 | Tyler, Texas

Served as a leader in the design and development of two substantial web applications with responsive websites and/or Android apps. Implemented multi-platform branding. Created product websites, including the design, copy writing, photography, and web development.

Discovery Science Place Public Relations Intern

May 2009–July 2009 | Tyler, Texas

Helped grow the public image of the Discovery Science Place through graphic design and public relations. Completed projects including membership cards and collateral, signage, email newsletters, and exhibit logos.

Degrees

- Graphic Design Associate of Applied Science**
Tyler Junior College | 2010
- Photography Associate of Applied Science**
Tyler Junior College | 2010
- Bachelor of Science in Journalism**
The University of Texas at Tyler | 2012