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## skills

- **Design Software:** InDesign, Illustrator, Photoshop, Dreamweaver, and Sketch
- **Programming languages:** HTML, CSS, SQL, and JavaScript
- **CRM Software:** Salesforce, MailChimp, SendGrid, Benchmark, and Bronto
- **CMS Software:** WordPress, Wagtail, Drupal, and Magento
- **Email Marketing Software:** Moveable Ink, Litmus, and Knak
- **Project Management Software:** Asana, Jira, Trello, and Zendesk

## education

### University of Oregon

SEPT 2011 to JUNE 2015

BA in Advertising

Minor in Computer Science

## work experience

### Email Marketing Manager

AUG 2022 to JULY 2023 (Contract)

#### Amazon Business

- Built emails for US, Japan, and Canada using HTML, Salesforce, and Movable Ink
- Ran weekly A/B tests to optimize email designs and copy
- Managed monthly campaign calendar in Asana
- Created weekly reports on email performance and analyzed results
- Designed digital ads for social media and web
- Worked with Tech Team to transition emails into new in-house ESP
- Monitored and maintained target audience lists

### Email Marketing Specialist

OCT 2020 to AUG 2022

#### Vacasa

- Designed and built marketing/transactional emails using HTML and Movable Ink
- Tested emails using Litmus to ensure they were error free on all devices
- Created monthly campaign schedule and assigned work to teammates
- Pulled and segmented audience data
- Broke email revenue records every quarter while in this position
- Had multiple email designs featured on reallygoodemails.com

### Digital Marketing Specialist

NOV 2019 to MAR 2020

#### Vacasa

- Built new pages and updated old pages for the website
- Created graphics and sourced images for the website and social media

### Production Designer

JAN 2019 to JULY 2019

#### iVet360

- Designed, built, and tested marketing emails for clients using MailChimp
- Designed social media graphics and digital campaigns
- Created monthly infographics to be used in emails, social media, and print

### Graphic Designer

SEPT 2017 to APRIL 2019

#### Storables

- Designed all exterior/interior signage, print collateral, and digital ads
- Developed and designed email campaigns using HTML & CSS
- Created website graphics and assisted the web manager in maintaining the site

### Graphic Designer & Webmaster

JAN 2016 to SEPT 2017

#### Pacific Residential Mortgage

- Designed digital and print marketing materials for Mortgage Bankers
- Maintained PRM's website and their subsidiary's website using WordPress
- Ordered and produced print ready artwork for all company promotional items
- Managed inventory for online promo item store

### Graphic Designer

MAY 2013 to JUNE 2015

#### Northwest Indigenous Language Institute

- Created marketing collateral (postcards, brochures, etc.)
- Illustrated children's story books which were used to teach Chinukwawa