

PROFESSIONAL EXPERIENCE2017 – Present MARKETING SPECIALIST – Quantum Wellness Botanical Institute

- Redesigned UX/UI of JournalOfNaturalLongevity.com and QuantumWellnessBotanicalInstitute.com
- Managed the API integration between lead generating systems – LeadQuizzes, Zapier and Facebook
- Oversaw the data migration and enterprise implementation of GetResponse 360 email platform
- Implemented new 3Dcart Ecommerce platform while maintaining 1ShoppingCart Ecommerce platform
- Revamped entire email process for venture partners while maintaining an excellent delivery status
- Managed 7 contractors to fulfill operational obligations, complete projects and address ongoing service needs
- Assisted in strategic forecasting KPIs while developing strategies on obtaining reoccurring revenue
- Maintain social media channels while designing ads and content creation

2016 – 2017 (DIGITAL) PROJECT MANAGER – ImageCraft

- Supported design projects through design, layout and installation with customer printing specifications
- Engaged project stake holders to gather job requirements and translate into company MIS system
- Maintained an intimate knowledge of all assigned projects throughout all stages of planning and production
- Designed, implemented and trained VP of Marketing and Sales on new company website ImCraft.com
- Focused on efficient production tactics, planning and resources allocation to meet client expectations

2013 – 2016 CREATIVE PRODUCTION SPECIALIST - Ingram Micro Consumer Technology Solutions

- Lead Illustrator and logo designer in Creative Services department
- Prototyped internal mobile website for Shipwire.com with JustInMind mobile prototyping platform
- Designed wireframe layout templates, info graphics and emails
- Wireframed and designed HTML eBay Storefronts for Motorola and Sharp Corporation
- Principle artist for 2015 and 2016 IMCE Insider publications
- Cataloged, structured and oversaw the creative library consisting over 10,000 stock images

2010 – 2013 CREATIVE SERVICES PRODUCTION SPECIALIST - Southwest College of Naturopathic Medicine

- Managed microsites for e-learning content and marketing related activities
- Editing experience with Adobe Premiere and Camtasia 8 video software
- Provided social media, Google Analytics and SEO reports
- Streamlined SCNM's (Southwest College of Naturopathic Medicine) printing processes
- Designed microsites, posters, flyers, letterhead, certificates, forms and other newsletters
- Directed the launch of a Facebook Photo contest targeting over 4,000 fans, doubling their fan base

2008 – 2010 PRODUCTION SPECIALIST – Arizona State University Print & Imaging Lab

- Launched Personalized URL Campaign directed at 10,000 ASU employees, increasing brand awareness 110%
- Managed new employee production specialists in digital offset printing techniques
- Designed Arizona State University (ASU) online ordering tutorials reducing phone support by 60%
- Design manager for Banner Children's Hospital fundraiser, raising \$10,000 in 3 months

EDUCATION

Masters of Science – Graphic Information Technology
Arizona State University – Ira A. Fulton Schools of Engineering, 2010

Inbound Marketing Certification – HubSpot Academy
HubSpot – HubSpot Academy, 2017

SKILLS

- Fluent in Spanish – Speaking and writing
- Adobe (CC): Illustrator, Photoshop, InDesign, Premier, Dreamweaver and Flash
- Website platforms: WordPress and Joomla
- Social media channels: Facebook, YouTube, Twitter and Hootsuite
- Email platforms: GetResponse Enterprise, Constant Contact and Survey Monkey
- Business programs: Microsoft Office, Dropbox, OneDrive and PC/Mac
- Collaboration platforms: Slack, Trello, SmartSheets, Zoom and Appear
- Ecommerce software: 3dCart and 1Shoppingcart
- Assorted software: Sugar CRM, Camtasia, HotJar and Zapier
- Programing: HTML, CSS, Flash-ActionScript 3.0 and JavaScript
- Search Engine Optimization Expertise
- Level 1 Security clearance – State of Arizona