

## PROFESSIONAL SKILLS

**Marketing Specialist – QUANTUM WELLNESS BOTANICAL INSTITUTE | 2017 – Present**

- Redesigned UX/UI of [JournalOfNaturalLongevity.com](http://JournalOfNaturalLongevity.com) and [QuantumWellnessBotanicalInstitute.com](http://QuantumWellnessBotanicalInstitute.com)
- Set up user tracking with HotJar to monitor and enhance user flows.
- Oversaw the API integration between lead generating systems – LeadQuizzes, Zapier and Facebook.
- Managed 7 contractors to fulfill operational obligations using Agile methodologies.
- 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.
- Assisted in strategic forecasting KPIs while developing strategies on obtaining reoccurring revenue.
- Created new designs for brochures, posters, and other print collateral.

**(Digital) Project Manager – IMAGECRAFT | 2016 – 2017**

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

**Creative Production Specialist - INGRAM MICRO CONSUMER TECHNOLOGY SOLUTIONS | 2013 – 2016**

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

**Creative Services Production Specialist - SOUTHWEST COLLEGE OF NATUROPATHIC MEDICINE | 2010 – 2013**

- Improved SCNM's UX/UI websites by understanding the needs of external and internal users.
- Designed microsites, posters, flyers, letterhead, certificates, forms and other newsletters.
- Managed microsites for e-learning content and marketing related activities.
- Edited Training webinars with Adobe Premiere and Camtasia 8 video software.
- Streamlined printing processes for best efficiency, resulting in \$20,000 in savings in six months.
- Directed the launch of a Facebook Photo contest targeting over 4,000 fans that doubled their fan base.

## SKILLS

- **Collaboration platforms:** Slack, Trello, SmartSheets, Zoom and Appear
- **Ecommerce software:** 3dCart and 1Shoppingcart
- **Assorted software:** Sugar CRM, Camtasia, HotJar and Zapier
- **Programming:** HTML, CSS, Flash-ActionScript 3.0 and JavaScript
- Search Engine Optimization Expertise
- **Languages:** Fluent in Spanish
- **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 Mail Chimp
- **Business Programs:** Microsoft Office, Dropbox, OneDrive and PC/Mac

## EDUCATION

ARIZONA STATE UNIVERSITY – IRA A FULTON SCHOOLS OF ENGINEERING, 2010  
Masters of Science – Graphic Information Technology

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