

## WHY HIRE ME?

I am an articulate design professional and a knowledgeable and self-starting front-end developer. I approach problems comprehensively, and then solve them with iterative design in a collaborative, efficient manner.

## PROFESSIONAL EXPERIENCE

### **Creative & Digital Communications Lead** ..... 2015–Present

Corporate One Federal Credit Union

Fully designed and developed brand identity for Corporate One's MAX product suite

Worked collaboratively with Marketing team to construct branded print/digital assets, e-Blasts for ad campaigns in national credit union publications, and a tradeshow booth experience for the 2016 GAC event in Washington D.C.

Assisted with new marketing strategies for print collateral, event experiences, and email campaigns

### **E-Marketing/Graphic Design Associate** ..... 2013–2015

Corporate One Federal Credit Union

Developed and designed HTML e-mails and landing pages for multiple websites and campaigns under Corporate One's umbrella of services and brands

Redesigned website and implemented custom-developed Wordpress theme for Accolade Asset/Liability Advisory Services in 2014, including a blog and events functionality, which led to a 400% increase in site traffic, and increased engagement across the site

Designed print/digital assets for use in collateral materials, newsletters, and advertisements

## EDUCATION

### **Bachelor of Fine Arts (BFA), Graphic Design**

Ohio University, Athens, OH ..... 2009–2013

## PROFICIENCIES

### **Adobe Products**

InDesign  
Illustrator  
Photoshop  
Dreamweaver

### **Programming**

HTML/CSS (SCSS)  
Bootstrap  
JavaScript/jQuery  
PHP/SQL interfacing

### **Content Management**

Wordpress  
Sitecore CMS  
Orchard CMS  
ExactTarget/Salesforce