

Gwendolyn Coyne

Résumé

EDUCATION

Bachelor of Fine Arts
University of California, Santa Cruz
Graduated with Honors

Berkeley, CA
94705

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SKILLS OVERVIEW

Expertise

Visual Design
Digital Strategy
Brand Management
Website Management
User Interface Design
Social Media Strategy
Talent Acquisition
Team Management
Budget Management
Vendor Relations
Customer Service
Photography
SEO

Software

Adobe Campaign
Adobe Creative Cloud
CMS (Wordpress, Drupal)
Microsoft Office, Sharepoint
Apple Keynote
FileMaker Pro
Marketo

Platforms

Mac OS/Windows

Working knowledge of:

CSS
HTML
Analytics
Video/Audio Editing
Campaign Implementation

Objective

I am seeking a creative leadership position in which I can define, manage and evolve the brand and provide direction for high-visibility marketing programs, events, websites and applications.

Summary

I bring over a decade of experience in digital media, both as a designer and as a manager of design and development teams. I have a breadth of knowledge in design, art direction, photography, web development, content creation and team/project management.

Plan and lead user-centric design and development projects; supervise teams of front-end web developers and designers

Develop standardized procedures that ensure design team efforts are in sync with client expectations, budget and brand

Design websites, campaigns, presentations, videos and infographics; produce user interface design for web applications

Inspire and mentor a growing creative team to develop professionally and positively impact the organization and their peers

Champion corporate identity and develop brand direction, recognition, integrity and affinity

Lead and facilitate agency relations and oversee outsourced web, video, print and photography projects

WORK EXPERIENCE

Delta Dental / Manager, Digital Marketing June 2014—Present

Promoted from a supervisory position within the organization to a management role. Provide high-level vision and leadership for the Digital Marketing team, overseeing concept development, branding integrity, design ideation and execution of online projects. Develop business strategy to meet tactical and strategic goals.

- Establish the annual business plan in conjunction with senior leadership, including defining the strategic vision for Marketing projects as related to overall strategy
- Manage the Digital Marketing team, collaborating with customers, agencies, industry consultants and senior leadership to develop and drive commitment and alignment for the organization's strategy and programs
- Supervise web design, production and project/product management staff; determine staffing needs, set departmental goals, coach and evaluate the performance of all direct reports. Responsible for training staff, hiring and ensuring back-ups for all skill sets
- Define departmental goals and objectives that support the corporate mission
- Collaborate with key internal partners and stakeholders to drive overall success in the marketplace
- Promote a constructive work environment to meet customer demands
- Develop, monitor and reconcile an annual operating plan and budget

AWARDS / ACHIEVEMENTS

Top Performance Reviews

Delta Dental
Sun Microsystems
Tarantella, Inc.

Achievement Award

Sun Microsystems,
Q1FY07

Heavy Hitter Award

Sun Microsystems,
Q2FY06

Peer Nominations

Sun Microsystems,
2006—2009

Employee of the Year/ President's Club

Tarantella, 2001

Employee Excellence Awards

SCO & Tarantella
2000 (Q3), 2001 (Q1, Q3, Q4),
2002 (Q1), 2003 (Q1, Q2),
2004 (Q2, Q4), 2005 (Q2)

RECOMMENDATIONS

<http://www.linkedin.com/in/gwencoyn>

Delta Dental / Supervisor, Web Design and Production, Marketing October 2011—June 2014

Served as the company's web design and production lead; oversaw concept development, branding integrity, design ideation and execution of online projects. Supervised web design and front-end development staff.

- Directed design and production of the corporate website and affiliate sites, intranet, custom client videos, social sites, interactive application user interfaces and online marketing campaign materials
- Increased usability and functionality of websites using controlled experiments
- Managed visual design process from concept through production, addressing business, brand, market and user requirements
- Planned, assigned, monitored, prioritized and reviewed work to ensure quality and adherence to project time lines in a fast-paced environment
- Supervised staff, determined staffing needs, set departmental goals, coached and evaluated the performance of all direct reports. Responsible for staff training, hiring and ensuring a back-up for all skill sets
- Conceptualized, executed and revised project plans to meet changing needs and requirements
- Developed standardized procedures that ensured consistency across projects
- Proposed and managed departmental budget; provided forecasts and monitored for overages

Gwencoyn.com / Freelance Designer January 2011—October 2011

Responsible for a wide spectrum of web and print projects for a variety of clients.

Sun Microsystems, Inc. / Senior Visual Designer, Software Marketing July 2005—February 2010

Served as a senior visual designer and brand advocate, providing graphic design and production services to executives, sales and software product teams. Handled a wide range of design projects from concept to completion, while ensuring timely delivery of high-quality, brand-compliant materials for the web and print.

- Managed Sun Secure Global Desktop product presence on the corporate website
- Created main stage executive keynote presentations for JavaOne
- Styled and customized executive and employee blog templates
- Managed vendor relations for outsourced design projects
- Re-branded software product interfaces and splash screens; created icons
- Created templates and graphics for executive and customer-facing presentations
- Designed and produced data sheets and success stories; created web banners and web landing pages, newsletters, event collateral and signage, advertisements, posters, fliers, information graphics, sales guides and documentation templates
- Maintained Software Marketing Intranet web pages
- Established information graphics and brand guidelines with the Sun Brand Team
- Optimized Software Marketing Team's graphics production process
- Managed and trained interns

Tarantella, Inc. / Marketing Manager III—Web Designer, Marketing April 2001—July 2005

Led the corporate re-branding process. Defined the corporate brand identity and managed, designed and produced all online and printed projects, including the corporate website, software applications and product packaging. Maintained an online collateral management system for the Sales Team. Regulated web, screen and printed marketing materials to reflect style guidelines and promote brand awareness. Managed interns, external contractors and photography professionals.