

# Gwendolyn Coyne

## Résumé

### EDUCATION

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

Berkeley, CA  
94705

gwencoyne.com  
gwencoyne@gmail.com

### 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.