

## EDUCATION

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

## SKILLS OVERVIEW

### Expertise

Visual Design  
Creative Direction  
Digital Strategy  
Project Management  
Program Management  
Brand Management  
Website Management  
Social Media Strategy  
Talent Acquisition  
Team Management  
Budget Management  
Vendor Relations  
Strategic Planning  
Photography

### Software

Adobe Campaign  
Adobe Creative Cloud  
CMS Content Authoring  
Microsoft Office, SharePoint  
Atlassian Confluence, Jira  
Google Analytics  
Apple Keynote  
FileMaker Pro  
InVision  
Zeplin.io  
Marketo  
Mailchimp  
Sketch

Working knowledge of:  
CSS  
HTML  
GIT

## Objective

I am seeking a position in which I can provide direction for and oversight of creative marketing design teams, projects and programs.

## Summary

I bring over a decade of experience in creative and strategic leadership—initially as a designer and currently as a manager of a design and development team. I have a breadth of knowledge spanning design, art direction, photography, web development, content creation and program/project management.

### My responsibilities:

Plan and manage user-centric design and development projects; supervise teams of front-end web developers, video producers and designers

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

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

Develop marketing communications materials for a variety of channels (e.g. web, D2C, B2B, CX, social media, campaigns and RFP responses)

Track and analyze program performance and develop strategies and objectives to maximize ROI

Lead and facilitate agency relations and oversee outsourced projects

Manage an annual marketing budget

## WORK EXPERIENCE

### Delta Dental / Manager, Digital Marketing Creative June 2014—Present

Promoted from a supervisory position within the organization to a management role. Provide strategic leadership and creative direction for the Marketing Communications digital design team. Oversee digital strategy, design ideation, branding integrity and execution for online projects. Develop business plans to support strategic goals.

- Manage the in-house Digital Marketing creative team, collaborating with clients, external agencies, industry consultants and senior leadership to provide design and development services for websites, email campaigns, videos, sales tools and other marketing creative assets
- Measure online success for the organization's programs and strategies
- Supervise and train web design, production and project/product management staff; determine staffing needs, coach and evaluate the performance of all direct reports
- Define team goals and objectives that support the corporate mission
- Establish business plans in conjunction with program managers and senior leadership, including definition of tactical approaches for marketing projects to support program initiatives and objectives
- 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.

### **Multiple Achievement Awards**

Sun Microsystems

### **Employee of the Year**

Tarantella, Inc.

### **Employee Excellence Awards**

Delta Dental  
Sun Microsystems  
Tarantella, Inc.  
The Santa Cruz Operation (SCO)

## **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 timelines 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

## **Freelance Designer**

**January 2011—October 2011**

Re-branded and redesigned the online presence of a leading digital cinema software company, Assimilate, Inc. Created print collateral, oversaw the production of the website and created brand guidelines.

## **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. Regulated web, screen and printed marketing materials to reflect style guidelines and promote brand awareness. Managed interns and contractors.