

# Gwen Coyne

## Résumé

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### EDUCATION

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

### SOFTWARE

Adobe Campaign  
Adobe Creative Cloud  
CMS Content Authoring  
(Drupal, Wordpress, SharePoint)  
Microsoft Office  
Atlassian Confluence, Jira  
Google Analytics  
Apple Keynote  
SmartSheet  
InVision  
Zeplin.io  
Marketo  
Mailchimp  
Sketch

Working knowledge of:  
CSS  
HTML  
GIT

### Objective

I am seeking a leadership role in which I can provide strategic direction for creative teams, projects and programs.

### Summary

I bring nearly two decades of experience in creative and strategic leadership—initially as a designer and currently as a manager of a web design and development team for the nation's leading provider of dental insurance. My background includes creative strategy, design, brand management, art direction, web development, photography, content creation and program/project management.

### My Responsibilities:

Plan and manage design and development projects; supervise teams of front-end web developers, PMs, designers and video producers	Create marketing communications materials for a variety of channels (e.g. web, print, social media, email campaigns, advertising, events)
Build, mentor and grow in-house creative teams	Ensure brand recognition and consistency across employee and consumer touchpoints
Develop digital strategies to maximize ROI; coordinate tactical implementation	Track and analyze program performance
Manage an annual marketing budget	Oversee agencies and vendors and manage outsourced projects

### WORK EXPERIENCE

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

Manage the in-house digital marketing creative team, providing strategic leadership and creative direction. Oversee the entire creative project life cycle, including digital strategy, planning, design, execution and quality assurance for online projects.

- Establish strategic business plans in conjunction with program managers and senior leadership, including definition of tactical approaches for marketing projects to support program initiatives and objectives
- Collaborate with internal and external clients, agencies and industry consultants to provide design and development services for websites, email campaigns, videos, sales tools and other marketing creative assets
- Measure and report on online success for the organization's programs and strategies
- Supervise and train web design, development and project/product management staff; determine staffing needs, coach and evaluate the performance of the creative team
- Define team goals and objectives that support the corporate mission
- Optimize project workflow processes to meet customer deadlines and increase efficiencies
- Develop, monitor and reconcile an annual operating plan and budget
- Lead quarterly planning sessions for the creative organization, to appropriately allocate resources and govern workload
- Promoted from a supervisory position within the organization to a management role

## **AWARDS**

### **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 October 2011—June 2014**

Served as the company's web design and production lead; built and supervised an in-house design and development team. Responsible for design, branding and execution of online projects.

- Directed design and production updates for the corporate website and affiliate sites, intranet, custom client videos, social sites, application user interfaces and online marketing campaign materials
- Conducted A/B testing to increase website usability
- Managed visual design process from concept through production
- Planned, prioritized and reviewed work to ensure quality and adherence to project timelines
- Supervised staff, determined staffing needs, set departmental goals, coached and evaluated the performance of the team. Responsible for staff training, hiring and ensuring a back-up for all skill sets
- Developed, executed and revised project plans to meet client 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**

Redesigned and oversaw production of the corporate website, created print collateral and developed brand guidelines for a leading digital cinema software company, Assimilate, Inc.

## **Sun Microsystems, Inc. / Senior Visual Designer**

**July 2005—February 2010**

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

- Managed software product presence on the corporate website
- Created main-stage executive keynote presentations for JavaOne
- Styled and customized executive and employee blog templates
- Managed vendors for outsourced design projects
- Created design interfaces for software products
- 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, pattern libraries and brand guidelines with the Sun brand team
- Optimized the software marketing team's graphics production process
- Managed and trained interns

## **Tarantella, Inc. / Marketing Manager**

**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.