

laura martin { design }

{ ABOUT }

Experienced marketing and web designer with over 20 years of developing web experiences and cross-channel marketing campaigns. Key skills include: responsive wordpress design and development, website and landing page optimization, content management, search engine optimization, email marketing and nurturing, A/B testing, paid and organic social media.

A key team member who can manage and direct a team of designers as well as coordinate with developers, channel managers, and third party vendors. Detailed and organized with the ability to multi-task, prioritize and meet deadlines. Communicates effectively at all levels with clients and colleagues. Forward thinking problem solver who can anticipate upstream challenges and develop solutions to implement.

{ EXPERIENCE }

November, 2016–Current ESD 112 Vancouver, WA

Wordpress Developer/Marketing Content Manager

Currently managing agency website including content marketing across social media and email channels. Developing new client websites to requirements and specifications. Assist clients in content organization and development.

Responsibilities:

- Responsible for delivery of all internal and external client websites/landing pages including planning, design, development and maintenance on wordpress platforms.
- Manage content calendar for newsroom and social media.

Accomplishments:

- Converted agency website from legacy content management system to a fully responsive wordpress integration allowing editors easy access to updates and cross-program marketing opportunities.
- Increased SEO traffic, newsletter subscriptions and social media reach through content marketing strategies and campaigns.

January, 2014–September,2016 HotChalk, Inc. Campbell, CA

Creative Director

Responsible for delivery of all creative projects and team management for busy educational technology marketing department, supporting lead gen efforts including websites, landing pages, banner ads, direct mail, sell sheets, and various marketing collateral to support all departments.

Accomplishments:

- Provided creative direction, leadership and management for successful new client onboarding and program launches as well as new and existing campaigns across all marketing channels.
- Led the Creative Services team in converting all web properties and email to responsive framework on Wordpress platform.

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January, 2013–January, 2014 HotChalk, Inc. Campbell, CA
Creative Manager, Design

- Successfully provided creative direction, leadership and management for company-wide corporate rebranding, from inception to delivery.
- Responsible for hiring and management of full-time permanent and freelance creative staff as well as resource management.
- Streamlined Creative Services team processes which enabled on-time completion of all projects and deliverables within very tight timeline restrictions and allowed for growth and scalability.

February, 2012–January, 2013 HotChalk, Inc. Campbell, CA
Senior Web Designer/Developer

Responsible for all elements of graphic and web design, development and QA for busy marketing department including:

- Extensive website design, user interface design, and wordpress development including streamlining websites for easy updating by other team members.
- Optimization of landing pages, emails, and websites through the use of A/B testing.
- Designed various email campaigns, landing pages, banner ads as well as other lead generation campaigns, printed marketing collateral and tradeshow signage.
- Implemented corporate processes and file management system for entire design group as well as photo management shared across the Marketing group.

August, 2004–February, 2012 Laura Martin Design San Jose, CA
Freelance Web Designer/Graphic Designer/ Art Director

- Worked on all levels of design for multiple clients on an ongoing basis including development of creative briefs and scope.
- Website design, user interface design, development and maintenance based on client's needs and budget.
- Logo design, development and corporate branding including printed marketing collateral, powerpoints and signage.
- Email campaign design and distribution.

April, 2003–March, 2004 Miranet Web Services San Jose, CA
Web Designer/Project Manager/Quality Assurance

- Designed, developed and tested interactive websites according to the project specification including e-commerce, brochure, and content management websites.
- Developed user interface and process flow for websites requiring programming and information architecture.
- Project management of all project phases from developing the scope of work to launching the completed site including the management of programmers, designers, and clients.
- Maintained 20 client websites on a regular basis including site updates as well as incorporating new content and features.

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June, 2000–October, 2002

Interactive Identity

San Jose, CA

Graphic Designer

- Executed a variety of web design and development services for various clients including Intranet, e-commerce, and emarketing services.
- Involved in all aspects of projects including developing the scope of work, defining requirements and objectives, website analysis and strategy as well as overseeing all parts of development.
- Other areas of design include Flash design and development, corporate print design and production, direct mail and email marketing campaigns, online product demos, and development of sales tools.

{ EDUCATION }

1995–2000

San Jose State University

San Jose, CA

- B.A. Art, Emphasis in Photography
- Graphic Design Minor
- Graduated Cum Laude

{ QUALIFICATIONS }

- Knowledgeable in A/B testing across all channels including the planning, execution, and reporting of tests
- Skilled in landing page and conversion rate optimization
- Experienced in email campaign creation, set up and execution
- Design applications: Photoshop, Illustrator, Acrobat, InDesign, PowerPoint
- Web Development: Dreamweaver, HTML, CSS, Wordpress, CMS, Bootstrap, Foundation, Marketo, Salesforce, Optimizely
- Familiarity with PHP, MySQL, Javascript, SEO, Google Analytics, Social Media scheduling, Content Marketing, Jira
- Experienced on both PC and Macintosh platforms and Microsoft programs

{ WEB PORTFOLIO }

www.lmartindesign.com