

{ ABOUT ME }

I'm an experienced creative manager and designer with over 20 years of developing web experiences and cross-channel marketing campaigns. I've been working in education for the last 10 years as both a team leader and individual contributor. As a forward-thinking problem solver, I can anticipate upstream challenges and develop creative problem-solving solutions. Communicating with other team members, channel managers, and third party vendors is my jam!

Key skills include: Project and resource management; responsive website design and development, web accessibility, website and landing page optimization, content management, search engine optimization, email marketing and nurturing, A/B testing, paid and organic social media. I'm also skilled in print design and branding.

{ EDUCATION }

1995-2000 San Jose State University

- B.A. Art, Emphasis in photography
- Graphic Design minor

{ QUALIFICATIONS }

- Project and asset management
- Web development: html, css, wordpress, marketo, salesforce, optimizely
- Wordpress theme builder experience: avada, divi, wp bakery
- Wordpress plugin integration, debugging and website management
- Knowledge of ADA compliance standards in developing for the web
- Familiarity with PHP, MYSQL, Javascript, SEO, Google Analytics, Jira
- Knowledgeable in A/B testing across all channels including the planning, execution, and reporting
- Experienced in email campaign creation, set up and execution
- Design applications: Photoshop, Illustrator, Acrobat, Indesign

{ PORTFOLIO + WEB PROJECTS }

www.lmartindesign.com
www.esd112.org
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www.winforcs.org
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www.tumwaterhopes.org
www.careerconnectsw.org
www.centralvancoalition.org
www.pacificcrestia.org

{ EXPERIENCE }

Nov 2016 – Current ESD 112, Vancouver, WA

Wordpress Developer/Content Marketing Manager

Currently managing agency website as well as over 20 internal and external client websites. Design and development of new client wordpress websites to requirements and specifications while making sure they meet accessibility requirements. Assist clients in content organization and development.

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

Feb 2012 – Sept 2016 HotChalk, inc., Campbell, CA

Creative director

Responsible for delivery of all creative projects and team management for busy higher education 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.

Creative Manager, Design

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.

Senior Web Designer/Developer

Responsible for all elements of graphic and web design, development and QA for busy marketing department across all channels.

Aug 2004 – Feb 2012 Laura Martin Design, San Jose, CA

Freelance web designer/graphic designer/ art director

Successfully ran and managed all aspects of a freelance web and graphic design business including ongoing projects for multiple clients as well as the development of creative briefs and scope of work for new projects.

Apr 2003 – Mar 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. Project management of all phases from developing the scope of work to launching the completed site including the management of programmers, designers, and clients.

June 2000 – Oct 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.