



Multi-faceted web designer, developer, and writer with 20+ years experience in e-commerce, marketing & publishing for national and global corporations.

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Work History

ninesmw.com—Kenosha, WI

5/2017 – 1/2018: **Web Developer/Art Director**

To The Nines-eCommerce retailer for high-end novelty gifts and decor

Owned and operated by Liz Uihlein (Uline Shipping Supplies)

eFaucets.com—Racine, WI

4/2013 – 5/2017: **Front-End Web Developer, Team Lead**

eCommerce retailer for home improvement products

Kitchen and bathroom faucets, sinks, tubs, showers and more

BuySeasons, Inc.—New Berlin, WI

1/2011 – 4/2013: **Web Designer**

A subsidiary of Liberty Interactive

Premier supplier of costumes, accessories, party supplies and seasonal décor for internet and brick and mortar retailers

Reader's Digest Association—Milwaukee, WI

(Taste of Home Magazine and Books)

8/2007 – 12/2010: **Digital Media Associate**

8/2002 – 8/2007: **Art Director**

Global publishing company

Tech

Writing:

- Web page, email and banner copy, product details, meta data and descriptions

Code/Apps:

- HTML, CSS, RSS, Javascript/JQuery, PHP, Liquid
- Visual Studio, TFS Source Control, Dreamweaver, Atom, WordPress, Filezilla, BeyondCompare, Shopify
- Cross browser device testing, BrowserStack
- Adobe Creative Suite, Microsoft Office
- Email: Strongmail, ExactTarget
- Analytics: Google analytics, Hotjar, SEMRush

Design:

- **20+ years professional design experience:** concepts, design, layout, art direction, photo-retouching, print & web-ready image prep, web sites, ads, banners, emails, catalogs, SIPs, books, calendars, logos
- **Wal-Mart, Target, Barnes & Noble, Borders:** Concepts, design, layout, art direction on photo shoots and production of Taste of Home books and Reader's Digest Trade books sold at these retailers
- **Ady Award:** United Way of Brown County Ad Campaign

Career Experience

Ninesmw.com:

- Recategorized products, added meta data, wrote on-page copy to improve on-site searches and organic search result ranking
- Art directed new photography for product category features
- Created custom shopify code for features unique to site
- Designed new landing pages and added new site features to improve user-experience

Efaucets.com:

- Complete overhaul of site design and code, transformed table-based site to responsive mobile-first standards, increased user engagement and conversion
- Team Lead: served as project manager for development team in addition to front-end developer duties
- Developed clean, lean custom code as needed for interactive modules throughout site
- Researched and developed new site features, systems and processes
- Created, implemented and tracked a/b tests, heat maps, user experience metrics

evite.com, BuyCostumes.com, BirthdayExpress.com,

CostumeExpress.com, CelebrateExpress.com:

- Developed code to pull Google event calendar into web page via Javascript/JQuery, customizable to match multiple sites
- Created product carousel using Javascript/JQuery & CSS whose structure could be modified & used for multiple purposes
- Designed web pages, banners, rotator images, ads, email

Tasteofhome.com, allrecipes.com, rachelraymag.com:

- Worked with marketing, editorial and HTML teams to concept & execute effective online strategies and create clean, stable code
- Primary contact for off-site (India) HTML team: coordinated, proofed, tested & executed web pages, promotional emails, Taste of Home eNewsletters (over 6.2M total circ)
- Developed instructions & procedures for off-site team
- Created automated ad rotation in email for allrecipes.com, rachelraymag.com, tasteofhome.com in partnership with allrecipes.com Ad Ops Director.
- Designed eNewsletters with resulting circ ranging from 128k to over 650k subscribers
- Coded HTML templates for all new email to align with optimum performance, best practices & standards

Education

Associate Degree in Applied Science:

Web Administration/E-Commerce

Milwaukee Area Technical College—Oak Creek

May 2009: Graduated with honors

Bachelor of Fine Art—Graphic Communication

Minor: Business Administration/Marketing

University of Wisconsin—Oshkosh

May 1997