

I have been in Web Design and Technical Communications for more than 18 years developing results-driven digital solutions, communications initiatives, that promote positive customer engagement and product satisfaction. I am experienced in developing, troubleshooting, and implementing web pages and applications through content management systems (CMS). I am well versed HTML, CSS, JavaScript, and jQuery. I am also well versed in writing procedural and technical manuals and marketing collateral aimed at building successful customer relationships. I am very knowledgeable of Adobe Creative Cloud Google Analytics, WooBox, WooCommerce, CheetahMail, WordPress, and Sitecore (CMS).

## ACCOMPLISHMENTS

**Managed Corporate Public Relations** – Developed value-add PR/marketing campaigns that accentuated education-focused brand awareness. Handled media relations through predefined marketing messages.

**Superintendent Leadership Summit** – Developed a multi-pronged six-month campaign for school district superintendents across the country. It included a series of leadership booklets and culminated with a leadership summit featuring workshops lead by education industry luminaries.

**Website UI/UX** – Refreshed corporate website to improve user experience by applying new design and content to improve existing UI, which increased traffic and membership. By keeping this project in-house, Golden 1 Credit Union saved the expense of outsourcing.

**Rebuilt Technical Publications Department** – Reorganized the tech pubs department by establishing new processes and procedures for delivering user-friendly documentation. I also outlined the document development lifecycle and instituted standards for style and document design.

**Developed Award-Winning Web site** – Created *TACsight*, a Web-based technical support site that won the STC Touchstone Distinguished Award for “Best Online Support Solution”

**Customer Relations** – Worked pro-actively with large, high profile customers to identify and solve technical support issues to improve product loyalty and retention

**Owner of a Small Web Design firm** – Have run a small agency for eleven years providing Web and eCommerce development and marketing solutions for small businesses

## PROFESSIONAL EXPERIENCE

### Golden 1 Credit Union, Sacramento, CA

#### **Senior Web UI Designer, Digital Development**

**1/2014-Present**

- Lead the design and maintain the content of Golden 1's website to ensure accurate and timely communication of products, services, promotions, news, and events pertaining to the credit union through engaging, and brand-consistent user interfaces.
- Bring simplicity and responsiveness to complex designs, and act as a primary decision maker regarding user interface design and navigational flow.
- Develop and maintain the visual design of Golden1.com adhering to user-centered design methodology and leading UX/UI principles that enhance user experience.
- Ensure that all web content and documents are compliant and meet established company and regulatory standards while adhering to branding style guide.
- Coordinate Digital Development projects, including web pages, microsites, email campaigns, and content management strategies from conception to completion.
- Oversee, assign, and track web development projects of web designers to ensure objectives are met and completed in a timely and accurate manner.

### VSP Vision Care, Rancho Cordova, CA

#### **Senior Communications Manager**

**8/2012-10/2013**

- Led the development and implementation of member focused strategic and highly complex integrated communications programs across multiple external audiences
- Responsible for communication management for projects involving high priority, major company strategic initiatives and/or significant changes to existing marketing and communication strategies
- Served as account manager between creative teams and business partners

**Care Innovations, an Intel GE Company, Roseville, CA****Marketing Communications Consultant****5/2012-7/2012**

- Developed landing page content and email campaign focused on Universal Design for Learning including daily Twitter, Facebook and corporate blog posts
- Authored white paper on using the Intel Reader as an accommodation for students with Dyslexia

**CTB/McGraw-Hill, Monterey, CA****Communications Manager****2008-2012**

- Charted PR vision, maximizing revenue-generating marketing efforts through awareness campaigns, programs, customer relations, trade show events and media placement
- Managed product award nominations leading to two consecutive *SIIA CODiE* wins, a *Best in Tech* award, three *Reader's Choice Top 100 Products* recognitions
- Remotely managed PR team members and contractors working in various US locations
- Produced year-long anniversary campaign celebrating *CTB's 85 years* in education featuring an anniversary event, customer center dedication ceremony, and company historical Web site
- Positioned CTB executives & scientists as industry thought-leaders and experts through social media, conference presentation proposals and speaking opportunities

**Hoskin & Muir, Inc., El Dorado Hills, CA****Marketing Communications Manager****2007-2008**

- Developed business-to-business Ecommerce Site for aluminum extrusion and glass products
- Managed marketing communications to building industry through online mediums

**Pearson School Systems (formerly PowerSchool, a division of Apple), Folsom, CA****Public Relations Manager****2005-2006**

- Coached and trained executives on handling media interviews, what to say and what not to say
- Developed media pitching strategies and secured media placements by working with education industry writers and editors
- Conveyed company/product news through press releases, white papers, and media briefs

**Senior Technical Writer****5/2005-11/2005**

- Wrote and managed the development of user manuals, quick start guides, release notes, installation procedures, system specifications, reference manuals and online help content

**Agilent Technologies – Roseville, CA****Technical Marketing Engineer & Customer Satisfaction Lead****1997-2005**

- Developed and delivered training for Next Generation Network Analysis System that monitors and troubleshoots Voice over Internet Protocol (VoIP) telecommunications networks
- Produced “bullet-proof” software simulations highlighting specific telecommunications scenarios
- Led customer recovery and retention efforts to maintain revenue from large, key customers
- Created customer profiles identifying issues and weaknesses contributing to dissatisfaction

**EDUCATION AND TRAINING**

- BS in Journalism and concentration in Public Relations, Cal Poly State University, San Luis Obispo, CA
- The Leadership Summit – Willow Creek Conferences, Nationwide – Folsom, CA
- Managing Differences & Resolving Conflict / Web Page Scripting – UC Davis University, CA
- Fundamentals of successful Project Management, Catalysis Group, Inc. Sacramento, CA

**AFFILIATIONS AND HONORS**

- Member of The Technology Alliance Group for Northwest Washington (TAG)
- Sr. Member/Mentor: Society for Technical Communication (Documentation Judge)
- Distinguished Award for “TACsight Online Support Solution” – STC Touchstone
- Founding President: Public Relations Student Society of America – Cal Poly Chapter
- Outstanding Achievement in Public Relations 1990/1991, Cal Poly Journalism Department