

**TECHNICAL SKILLS/EXPERTISE:**

**Software:** Adobe Flash, Adobe Photoshop, Adobe Dreamweaver, Adobe Illustrator, Adobe Flashpaper, Adobe Pagemaker, Adobe Audition, Adobe Fireworks, Microsoft Office (Word, Excel, PowerPoint, Access, and Outlook), Lotus Notes, experience using CMS (Expression Engine, SiteFinity and CushyCMS), SilverPop Engage, MailChimp, Camtasia Studios and various other software/programs as needed to complete a project

**Languages:** HTML and CSS, ActionScript 2.0, familiar with JavaScript, ASP, and PHP

**WORK EXPERIENCE:**

3/10 – present: **Virbac Animal Health**

*Web/Graphic Designer*

- Work with E-Marketing Manager to provide strategic recommendations to management on all aspects of interactive marketing including but not limited to web enhancements, e-mail marketing, online advertising, SEO and SEM, kiosks, social media (Facebook, LinkedIn, and YouTube) and iPhone apps to increase brand awareness and ultimately increase sales
  - Updated www.virbacvet.com and launched www.virbacpets.com increasing brand awareness among veterinary professionals and consumers. Currently working on a “refresh” of both sites to follow Virbac’s *Journey to Trust* messaging making the sites more of a destination and resource as well as collecting useable data for Virbac to use in marketing initiatives.
  - Currently rebuilding Virbac University from ColdFusion and Flash to HTML5 in Expression Engine to be more up-to-date with the present technology, including adding a mobile-friendly version
  - Will be launching a new site for Virbac’s loyalty program that will be more streamlined reducing the number of manual processes involved while maintaining and enhancing the current features
- Work closely with product and marketing managers to develop, create, design, build and/or update creative executions to promote brands, products, and private labels through traditional mediums selected for internal and external use such as print pieces (product detailers, technical bulletins, sell-sheets, marketing collateral, etc.), websites and microsites, PR materials, kiosks, promotional giveaways, tradeshow materials, emails and email database, and preference center management
  - Responsible for implementing current online rebate program for IVERHART brand products and the main contact between rebate company and Virbac as well as managing any issues that may arise related to the program
- Implement tracking and monitor the results from Google Analytics/Urchin and Silverpop Engage emails to provide reports as necessary on promotions/campaign performance
- Key e-marketing liason with vendors, suppliers, and partners for new and ongoing projects

10/08 - 11/10: **Joan of Arc Creperie & Cafe**

*Marketing and Communications Manager*

- Created long and short-term promotions using business and partner websites, point-of-purchase ads, print pieces and mailings, social networking and email newsletters to reach customers quickly and efficiently to increase revenue, then measuring the successfulness of the communication for future campaigns

- Established and built a loyal customer base by forming lasting relationships and trained all employees on how to provide excellent customer service to maintain those relationships and how to develop new ones
- Set company goals and strategies, developed marketing plans, and handle financial aspect of business, including reviewing monthly P&L statements and expenses, setting budgets, and cost reduction tactics
- Performed on-going SEO, competitor and market analysis and implemented changes as necessary for better rankings
- Responsible for creating and establishing a strong brand awareness and loyalty by using all available outlets for Joan of Arc to build brand recognition in the Dallas-Fort Worth metroplex, including:
  - Excellent ratings on Yelp and UrbanSpoon and a strong presence on Google
  - Voted Top 5 in the Best of CitySearch Dallas 2009
  - Voted Top 5 by WFAA A-List 2009 and 2010 Desserts
  - Featured in the November issue of Texas Monthly - THE FILTER: Dining OUR FAVORITE RESTAURANT, BISTRO, CAFÉS, & JOINTS
  - Reviews by local newspapers
  - Managed community and donation programs in the interest of Joan of Arc

3/05 - 10/08: **Tribal DDB**  
*Multimedia Developer*

- Lead developer on the Pepsi brand (which at the time accounted for the majority of Tribal Dallas's revenue), and the only developer on the majority of the projects
- Collaborated with creative directors, application developers, web developers, project managers, account executives, and outside vendors to develop flash content for client sites, microsites, Pepsi/Yahoo promotions, regular promotions, client presentations, games, and ad units for national and international markets using animation, ActionScript, video and sound for secure and insecure servers and standalone application.
- Clients include Pepsi, Diet Pepsi, American Airlines (AA), AT&T, Nokia, Bank of America, Dyson, ExxonMobil, Ad Council, Mountain Dew, Diet Mountain Dew, Sierra Mist, Frito-Lay, and 7-Up

1/04 to 12/04: **BigSplash Media**  
*Creative Engineer*

- Responsible for concepting, designing, creating and maintaining logos, HTML and flash websites, emails, banner ads, advertising and marketing collateral for promotional purposes for print and online usage for internal and external use while maintaining SEO and SEM best practices when applicable

**EDUCATION:**

**The University of Texas at Arlington**

Bachelor of Arts in Communication - Advertising and Communication Technology *Magna Cum Laude*

**AFFILIATIONS/AWARDS/HONORS:**

- Stage West volunteer and board member until July 2009
- 2008 Gold W<sup>3</sup>Award for Mountain Dew Game Fuel website
- 2007 Gold W<sup>3</sup>Award for How Dew Does Diet website
- Former Habitat for Humanity volunteer
- Silver ADDY<sup>®</sup> at the Advertising Club of Fort Worth's 2004 ADDY<sup>®</sup> Awards Competition for Murray/Brown Magic Carpet Ride website