

SKILLS

Social Media Marketing, Online Advertising, E-mail marketing, Front-end Development, Google Ads, Google DV360, Social Media Ad Campaigns, AdTech/MarTech

EXPERIENCE

MRM, Birmingham, MI — Senior Interactive Developer

August 2012 - PRESENT

- Led development efforts as the principal producer of online advertising for the Detroit office, overseeing work for clients such as General Motors, Pure Michigan, Aldi, Ameriprise, Cleveland Clinic, and Priority Health. Utilized extensive knowledge and certifications in various Google professional tools and solutions (Google Ads, Google Search, Display & Video 360 Campaign) to drive results.
- Spearheaded a global task force to pilot AdTech/MarTech platforms, performing qualitative and quantitative analyses to identify strengths and capabilities of each CMP and measure production efficiencies against overall performance gains. Provided recommendations for platform selection and implementation.
- Led the development and successful launch of the General Motors Exhibit Zero microsite for CES, which allowed GM to preview new future vehicles, business models, and thinking at the world's largest tech show. The site also provided a platform to stream live keynote speeches from GM's CEO, CMO, and CTO. The microsite was a Webby Award finalist in 2021.
- Well-versed using numerous UX prototyping platforms (Figma, Sketch, InVision Studio, Adobe XD, Axure, Webflow). Proficient experience using code repositories (GitHub, Bitbucket, jsFiddle, Codepen) and version control (SVN, Git).

General Motors, Warren, MI — Usability Analyst/UX Designer

January 2012 - August 2012 (contract)

- Expertly designed and developed wireframes for enterprise-level e-learning applications to meet the needs of clients and stakeholders.
- Collaborated with subject-matter experts to create comprehensive technical e-learning solutions and strategies, utilizing current methodologies, tools, and techniques to drive results.

Chrysler, Auburn Hills, MI – *Interactive Designer*

June 2010 - December 2011 (contract)

- Leveraged expertise in instructional design, user interface usability, process improvement, production management, and quality control to drive the success of projects and exceed expectations.
- Successfully directed the creative and technical design and production of over 25 high-end, user-centric digital initiatives, ensuring the needs and goals of clients and stakeholders were met.

Detroit Media Partnership, Detroit, MI – *Digital Team Supervisor*

January 2010 - June 2010

- Appointed by the newspaper CEO to the Digital Horizons Steering Committee, providing strategic advice and making recommendations for technology trends to explore.
- Provided clear direction and guidance to team members, including arranging employee training, conducting performance reviews, delegating tasks, and approving deliverables. Showed strong leadership skills and ability to drive team performance.
- Expertly managed a skilled and diverse team of developers, with a focus on online marketing for the largest city newspaper owned by Gannett.

BBDO, Troy, MI – *Interactive Art Director*

September 2007 - January 2010 (contract)

- Skillfully crafted cohesive and consistent course design by merging shell interface, look/motion design documents and script into storyboards and liveguides, ensuring a seamless and effective learning experience.
- Utilized expertise in graphic and motion design to create visually appealing and compelling elements for integration into rich internet applications.

Campbell-Ewald, Warren, MI – *Art Director*

September 2006 - September 2007 (contract)

- Utilized multimedia expertise to effectively manage and prepare all asset types (text, graphic, audio, video, animation) for production.
- Created work in a highly collaborative environment with designers, creative directors, writers, programmers and project managers.

EDUCATION

Wayne State University, Detroit, MI – *Bachelor of Fine Arts*