

SKILLS

Social Media Marketing, Online Advertising, AdTech/MarTech Platforms, Google Analytics, DV360, Google Studio, HTML, CSS, Javascript, Prototyping (Figma, Prototipe), Motion Design, GSAP, Adobe Creative Suite, Bootstrap, Email Marketing, Web Development, Interactive Design

EXPERIENCE

Ford Motor Company, Dearborn, MI – *Creative Technologist*

February 2023 - PRESENT

- Created interactive app prototypes for the CE1 vehicle platform's buy-flow, enhancing user experience and streamlining the customer journey.
- Employed web analytics tools to track and report on user behavior, providing leadership with actionable insights for digital experience enhancements
- Created digital prototypes for a future Ford Prototype Dealership Retail store, showcasing innovative retail concepts to Ford executives and gathering critical feedback during multiple presentations.

MRM, Birmingham, MI – *Senior Interactive Developer*

August 2012 - February 2023

- 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.
- 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.
- Drove strategy and implementation of omnichannel program initiatives, enhancing client relationships across multiple marketing channels. Managed daily operations of behavioral email programs, including segmentation, campaign builds, scheduling, activation, and reporting.

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.

EDUCATION

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