**SUMMARY:**  
Over fifteen years of progressive experience in digital marketing, product management, interaction design and user experience design with a broad UX skill set based on working as a web and mobile developer, with a strong focus on front-end development. Accomplished at creative (graphic design, copywriting/editing), website operations, digital platform management and collaborating effectively with clients, stakeholders and vendors.  
  
**AREAS OF EXPERTISE INCLUDE:**

|  |  |
| --- | --- |
| ➣ Digital Marketing | ➣ Search Engine Optimization |
| ➣ Product Management | ➣ Search Engine Marketing |
| ➣ Marketing Automation | ➣ Customer Relationship Management |
| ➣ Website Design & Development | ➣ Social Media Marketing |
| ➣ eCommerce | ➣ Web Analytics and Reporting |
| ➣ Email Marketing | ➣ Project Management |

**CORE COMPETENCIES:**

|  |  |  |
| --- | --- | --- |
| 🔸 TECHNOLOGY LEADERSHIP | 🔸 DEVELOPING INTERNET STRATEGY | 🔸 JUDGEMENT & PROBLEM SOLVING |
| 🔸 OPERATIONS & INFRASTRUCTURE | 🔸 TECHNOLOGY INTEGRATION | 🔸 E-COMMERCE OPERATIONS |
| 🔸 PROJECT MANAGEMENT | 🔸 STRATEGIC BUSINESS THINKER | 🔸 IMPLEMENTATION & MAINTENANCE |

**MARKETING SKILLS:**

|  |  |  |  |
| --- | --- | --- | --- |
| Brand Identity | Business Development | Blogging / Blog Commenting | Digital Asset Management |
| Search Advertising | Marketing Research | Media Planning & Buying | Strategic Planning |
| Technology Implementation | Social Media Advertising | Mobile Advertising | Video Production |

#### **UX DESIGNER SKILLS:** A/B User Testing and Analysis, Agile and Lean Methodology in UX/Design, Card Sorting, Competitive Evaluation, Concept Modeling, Contextual Inquiry, Diagramming, Flow Charts and Task Flows, Heuristic Evaluation, Hi and Low Fidelity Wireframes, Information Architecture (IA), Interaction Design, Interactive Prototyping, Mobile UX with Responsive Design, Mockups, Persona Creation, UX Specifications, Sitemaps, Strategy Development, Stakeholder Interviewing, Storyboards, Surveying, Taxonomies, UI Design, Usability Protocols, User-Centered Design (UDC) Approach, Visual Design and Design Patterns, Web Development, Website Analytics **TECHNICAL PROFICIENCIES:**

* Programming: (X)HTML, HTML4/5, CSS1/2/3, JavaScript & jQuery, PHP & MySQL
* Design & Publishing: *Graphic Design:* Adobe CS2/CS3 Photoshop, Illustrator, InDesign, Acrobat   
  *UX Design & Prototyping:* Adobe XD, Avocode, Axure, Balsamiq, Figma, Omnigraffle, Sketch, Zeplin
* CMS, Blogs & Forums: Joomla, Drupal, WordPress, ExpressionEngine, Movable Type, Blogger, b2evolution, phpBB, vBulletin
* Email Marketing: MailChimp, Mandrill, ExactTarget, Constant Contact, Responsys
* Web Analytics: Adobe Analytics; Omniture; ClickTale; ClickTracks; Google Analytics
* Search Engine Marketing: Adobe Search Center, Adobe Media Optimizer and Adobe Target; Google AdWords; Yahoo!Search Marketing, Live Search Advertising, Doubleclick, b5media
* Product Management: Aha!, Asana, Confluence, Jira, Wrike
* CRM: Act-On, Hubspot, OpenLeads, SalesForce.com, SugarCRM, Vtiger CRM

**PROFESSIONAL EXPERIENCE:**2000 — Present The3rdParty.co, Digital Marketing Agency | Tucson, Arizona  
Advising clients on digital marketing, product management, user experience and strategies to improve customer acquisition, conversion and retention rates. See: [The3rdParty.co](https://the3rdparty.co)