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WORK HISTORY

MAY 2, 2018 – PRESENT | CAESARS ENTERTAINMENT – LAS VEGAS, NV

Email Marketing Specialist – Responsible for email builds that we have in the queue, building new HTML and AMPScript elements, building automations inside Salesforce, as well as creating classes and training development courses for our coordinators.

MAY 2, 2017 – MAY 2, 2018 | HOLIDAY SYSTEMS INTERNATIONAL – LAS VEGAS, NV

Web Designer and Email Designer/Developer – Responsible for online assets for ongoing campaigns. I created approximately 35-70 HTML emails per week and 8-20 Bootstrap web pages. I design and code every one by hand. My work must be accurate, fast, and eye catching.

SEPTEMBER 5, 2015 – APRIL 28, 2017 | CANNERY RESORTS – LAS VEGAS, NV

Online Assets Designer – Created new HTML email campaigns for Cannery and Eastside, one off Bootstrap pages and CMS editing of existing pages. Working closely with outside vendors to create email and Facebook campaigns - including complete UX flows inside Mailchimp and Joomla.

JANUARY 6, 2014 – SEPTEMBER 1, 2015 | ACEP – LAS VEGAS, NV

Web Designer – Designed for all ACEP clients for web, bringing current POP and campaigns to websites and in email blasts. Helped create current email system for ACEP. Assistant Art Director. Assisted IT with upgrading Marketing Dept. computers.

APRIL 7, 2010 – SEPTEMBER 12, 2013 | BIG TIME BRANDS – BROKEN ARROW, OK

Contract Designer – Responsible for all design work for all products offered by company, including Zanybandz, SLAP Watch and Splash Watch.

SEPTEMBER 1, 2008 – FEBRUARY 5, 2010 | AQUENT – IRVINE, CA

Freelance Designer – Sent out on various assignments for Aquent. I am matched up with clients based upon their needs and my skill set.

JANUARY 5, 2003 – MARCH 15, 2007 | PACIFIC LIFE – NEWPORT BEACH CA

Forms Designer – Responsible for the design and layout of all of the forms for the Variable Annuity division of Pacific Life. This position required me to be VERY accurate and fast because we were constantly under ever changing deadlines. An in-house design atmosphere, we were our clients.

MAY 1, 2001–OCTOBER 29, 2002 | JCR ADVERTISING, INC. – FOOTHILL RANCH, CA

Art Director – As Art Director, I was responsible for the look and production of all of the printed material. I was also responsible for all of the web graphics, and the print deadlines. Our base clients were Automotive Retail Stores.

PROGRAMS/SKILLS/EXPERIENCE

EMAIL MARKETING: 10 Years for several major companies and on several different platforms, including Mailchimp, Litmus, Constant Contact, and many others. Prefer the responsive and “best practice” approach to HTML emails.

HTML: 13 years experience in CSS design, HTML, Javascript, and Bootstrap.

WEB DESIGN AND DEVELOPMENT: 5 years PHP, HTML5, JQuery and Javascript Front end development, Web design using Photoshop, Illustrator and Dreamweaver.

SEO/SEM: 5 years of best practices for both optimization and marketing using proven techniques for retargeting and optimization, utilizing primarily Google’s administrative tools.

PROGRAMS AND TOOLS: Adobe Suite CC, AMPScript, HTML, JAVA, PHP, CSS, CMS, MYSQL, WordPress, CMS, Bootstrap, Mailchimp, Litmus, SMS, HTML emails, SEO/SEM, Google Analytical Tools, Typesetting, Proofing, Image touch-up, Image creation, Scanning, Digital Video Editing, Audio Editing, DV Camera Operation, Paste-up, Mock-ups, Art Direction, Illustration (limited), Press-Checks, Copywriting.