

## EXPERTISE

### Software

ADOBE CREATIVE CLOUD  
ILLUSTRATOR  
PHOTOSHOP  
ACROBAT  
INDESIGN  
DREAMWEAVER  
AFTER EFFECTS  
FINAL CUT PRO  
WORD  
EXCEL  
VISUAL COMPOSER  
WILD APRICOT MEMBERSHIP  
MANAGEMENT SYSTEM  
THINKIFIC ONLINE CLASS SYSTEM

### E-mail Marketing

CAMPAIGNS / TEMPLATE DESIGN  
BANNER DESIGN / COPYWRITING  
MAILCHIMP / AWEBER  
CONSTANT CONTACT  
VERTICAL RESPONSE  
BENCHMARK / EXACT TARGET

### Wordpress Platform

DEVELOPMENT / DESIGN  
MANAGEMENT / MOBILE DESIGN  
AVADA THEME CUSTOMIZING  
ELEGANCE THEMES  
THEMEFOREST THEMES  
WOOCOMMERCE PLATFORM  
SECURITY PLUGIN MANAGEMENT

### HTML5 / CSS3

### MySQL / PHP

PHPMYADMIN

### Javascript / JQuery Plugins

### UI/UX

WIREFRAMES / SITEMAP

### Website Hosting & Setup

DOMAIN / SERVER MANAGEMENT

### Search Engine Optimization

GOOGLE ANALYTICS / KEYWORDS

### E-Commerce

PAYPAL / SQUARE  
STRIPE / EVENTBRITE  
MERCHANT ACCOUNTS

### Event Planning

SALES / ORGANIZING / PR  
MARKETING / COPYWRITING  
EVENT MANAGEMENT

### Social Media Management

TWITTER / FACEBOOK  
LINKEDIN / INSTAGRAM  
PINTEREST / MEETUP  
YOUTUBE

## WINBACH MARKETING IMAGES – Consultant / Contractor (2003-present)

Blends creative and technical skills with hands-on experience in programming, design, project and customer management. Known for being a self-starter, listening and creating effective marketing/brand strategies in a team environment. Select projects are below offering project description, skills required and results.

### BRANDING / DESIGN / PRODUCTION / PRINT MANAGEMENT

PROJECT MANAGEMENT, ART DIRECTION, GRAPHIC DESIGN, COLOR AND TYPOGRAPHY, PRODUCTION, PHOTO RETOUCHING

- Exceeded Kinecta Federal Credit Union executive staff expectations producing an award-winning corporate campaign for their branch expansion. *CUNA Merit Award; CUES Golden Mirror Award; CUNA Diamond Award*

### WEBSITE DESIGN / UI/UX / PROGRAMMING

WORDPRESS DESIGN, WEBSITE UX/UI, PLUGIN AND THEME MANAGEMENT, CSS, HTML, PHP

- The Adam Carolla Show website redesign rebranding to improve performance and productivity. Created a new UX/UI experience through custom graphics, links, and landing pages. CSS and PHP plugins. Increased site search engine listings by 20% through SEO and site database modifications.
- PixL TV cable channel website complimenting their company brand and implementing plugins and custom PHP code to address the task of automatically updating the daily programming schedule through posts to the site. Movie posts and photos auto populate the homepage slider.
- Creative Productions Advertising Agency landing pages for USC campaign. Responsive layout for all devices matching design with links and contact form.
- Beachbody, Inc. landing pages, email and website banners for workout formats P90X, INSANITY, Cize, and PiYO as part of the in-house marketing team.
- Freeman Public Affairs website using parallax Wordpress design with image animations and image sliders throughout the site. Political campaign website that dynamically posts from social media sites to the website through API giving staff the ability to do site updates from anywhere.

### SEO / BRAND MARKETING / EVENT PLANNING / WEBSITE MANAGEMENT

MARKETING DEVELOPMENT, BLOG, ORGANIC SEO, SOCIAL MEDIA INTEGRATION, EMAIL MARKETING

- LA Tasters Foodie Group is an original brand/project catering to the restaurant and entertainment market. Increased members by 95% in 18 months using organic SEO strategies, social media, email marketing, original blog content and website performance optimization. #1 in Google and listed on pages 1-3 for unique brand keywords.
- Big Ten Club of Southern California is a volunteer based non-profit alumni organization. Increased membership and event attendance by 20% through website branding, social media, and email marketing. Improved engagement 50%. (*Board of Directors, Executive Board, President 2016-2018*)

### OTHER CLIENTS

Windes & McClaughry Accountancy Firm • D.I.S.C. Sports and Spine Center • USC

## PREVIOUS EMPLOYMENT (1996-2003)

**Tegner-Miller Insurance Brokers (TMIB)** Santa Monica, CA *Creative Director*  
**Insurance Marketing & Management Services** Santa Monica, CA *Art Director*

## EDUCATION

Ongoing education for design, programming techniques, marketing, social media, and SEO  
**California State University** Long Beach, CA *Marketing Communications • Design*  
**The University of Illinois** Champaign, IL *Bachelor of Science • Mechanical Engineering*