



Summary

Design and art have been my life from a very early age. It all comes naturally and it's something that I enjoy - creating, sharing and surpassing client expectations, as well as myself. Mostly self-taught in the web & digital world with formal training in Graphic Design, Digital Marketing and Studio Painting with a mix of talent in the traditional arts. It's a great combination to know real world, hands on creating, as well as bringing that same color theory, balance, typography and digital marketing into the Internet of Things (IOT). Over 20 years in the art, web, creative and digital marketing fields, from pre-press technician, web designer, flash author/ animator, to creative director to small business owner. Design and digital marketing define me.

Experience

Our Lady of the Lake

Marketing Strategist III

(October 2021-Present)

Maintain and develop websites that drive engagement for the multi-state healthcare system. Build web content through CMS; partnering with internal stakeholders to develop, test and deploy enhancements for system websites and digital platforms; providing web strategies for market-level and system-wide campaigns; and participating in innovation conversations. Support the management of online provider and location listings. Contribute relevant data to system-wide reporting and analytics dashboards.

Manaprimalis, llc

Owner, Creative, Developer

(August 2008-Present)

Small business owner, creative and developer - providing design, advertising and marketing services including, brand development, digital marketing strategy & campaign development, design consulting, social media support & marketing, website design & development, interactive media, graphic design and mobile design. Managing all aspects of the business from client interaction, initial kick-offs, asset gathering, proposal creation & project scopes - to server/domain management, software integrations and custom analytics reporting and development.

Hollywood Casino

Multimedia Specialist

(June 2021-October 2021)

Responsible for creation of monthly promotional branding, logos, digital ads, OOH digital design and video promotional spots for all facility displays using After Effects. Also responsible for updating and maintaining the website and it's related promotional graphics and landing pages. Other duties include generating graphics and facility signage and internal systems.

Education

University of Illinois at Urbana-Champaign

Digital Marketing Specialization

2017 - 2018

Louisiana State University

Bachelor of Fine Arts

Major in Graphic Design

Minor in Studio Painting

Full Scholarship, GPA 3.85

1994 - 1999

Catholic High School

Art Club President, Junior - Senior

Created Level 4 Art Curriculum

GPA 3.65

1990 - 1994

Red Six Media

Interactive Director

(July 2020 - January 2021)

Manage all interactive projects - website development, custom scripting, and server/domain management. Work with design team to develop interactive elements to incorporate into various projects. Work with management on project scopes and quoting. Implement software for digital campaigns. Custom analytics reporting and development. Client management and communication on web and interactive specific projects. Presentation of analytical data to clients.

Catholic High School

Associate Director of Communications

(September 2018 - July 2020)

Build brand awareness and brand image thru social media channels and digital marketing campaigns. Graphic design assets for campus advancement, admissions efforts and events. Website management, custom landing pages and customization.

Palisades Holdings, Inc.

Digital Marketing Manager

(March 2014 - January 2018)

Build visual brands for 10 national and international companies and bring brands into the modern age of responsive design and social media marketing; including logo and web design, build brand guidelines. Implement, design and develop marketing strategies and drip campaigns using Pardot/Salesforce and social channels.

K-fx², Inc.

Creative Director/Lead Designer

(May 2002 - January 2014)

Responsible for design, development and deployment of web, print, desktop and multimedia display systems. Provide design direction and structure for in-house designers (4) and coordinate efforts to the development team using an Agile environment.

◀ Other Experience

Silverback Multimedia

Owner, Creative, Developer

(May 1999 - September 2007)

Flying Fish Creative Services (now Portico)

New Media Designer/Flash Author

(October 2000 - May 2002)

Lamar Graphics

Creative Assistance Program Artist & Pre-press Tech

(April 1999 - Oct 2000)

Skill Set

- | | | |
|-------------------------|-----------------------------|----------------------------------|
| ★★★★★ Brand Development | ★★★★★ Advanced Photoshop | ★★★★★ Digital Marketing Strategy |
| ★★★★★ Responsive Design | ★★★★★ Advanced Illustrator | ★★★★★ Social Media Marketing |
| ★★★★★ CSS 3 | ★★★★★ Graphic/Print Design | ★★★★★ SEO/SEM |
| ★★★★★ HTML 5 | ★★★★★ Interactive Design | ★★★★★ Marketing Automation |
| ★★★★★ Pardot | ★★★★★ Advanced InDesign | ★★★★★ PPC Management |
| ★★★★★ Salesforce | ★★★★★ Adobe XD | ★★★★★ Facebook Advertising |
| ★★★★★ Agile Environment | ★★★★★ After Effects | ★★★★★ Content Management Systems |
| ★★★★★ Wordpress | ★★★★★ Adobe Acrobat | ★★★★★ Project Management |
| ★★★★★ Shopify | ★★★★★ InVision Prototyping | ★★★★★ Consulting |
| ★★★★★ BigCommerce | ★★★★★ Adobe Creative Suite | ★★★★★ Server Administration |
| ★★★★★ Dreamweaver | ★★★★★ User Interface Design | ★★★★★ Illustration |
| ★★★★★ Google Analytics | ★★★★★ Color Theory | ★★★★★ Sketch |
| ★★★★★ Google AdWords | ★★★★★ Typography | |
| ★★★★★ Google Docs | ★★★★★ Presentation Skills | |
| ★★★★★ Google DataStudio | | |

↪ References

Wyatt Graves

Kaizen Home Sales
Owner/Life Coach
225.235.7223

Shannon Martz

Maxon Industries
Financial Controller
832.702.6446

Joe Martin

Red Six Media
Co-owner/Creative Director
214.615.5921

Santiago Pena

Palisades Holdings Inc.
IT Director
225.810.2370

Tristan Dunn

Clearbit
Developer
225.572.7521



Additional references and work samples are available upon request.