



Marketing Manager | Web/UX | Branding/Marketing | Graphic Design Large Format/Marketing Collateral | Video Editing/Motion Graphics | Hologram technology | Mentor | Coach

## Core Proficiencies

Strategy development  
Social media marketing  
Marketing/Branding collateral  
Account Based Marketing (ABM)  
Campaign and product launches  
Tradeshow graphics/large format design  
Graphic design  
Responsive Web full stack development  
Responsive UX design/layout  
Illustration  
Print layout/production  
Wireframes  
Typography  
Video/audio editing  
Storyboarding  
Cel animation  
DVD authoring  
Internet Ad Banners (IAB)  
Ecommerce CMS platform  
Photography/Photo manipulation  
Database design and development  
Analytical, debugging/troubleshooting, skills  
Data analytics  
A/B Testing

## Management

15+ years experience in graphic/digital design  
7+ years experience in web development  
Creative  
Proven leadership ability  
Project management  
Team management  
Team member training  
Excellent verbal written communication skills  
Able to correctly interpret project briefs and come up with creative workable solutions  
Tradeshow coordinating  
Outstanding individual contributor  
Outstanding team player  
Creative problem solver  
Deadline driven time management  
Detail oriented  
Budget savvy  
Eager to learn

## Software Skills

Adobe Creative Cloud  
Photoshop  
Illustrator  
InDesign  
Bridge  
Acrobat  
Lightroom  
Dimension  
Premier Pro  
After Effects  
Rush  
Audition  
Encoder  
Marketo  
Dreamweaver  
XD  
Captivate  
Fireworks  
Flash

## Summary

I develop breakthrough marketing strategies for web, social media, and video platforms. My focus has always been to create innovative experiences that inspire customers to engage, purchase, and advocate.

My new priority is to develop, mentor, train and build up other creatives so that they too are set up for success. I also work to gain mutual trust and buy ins from our stakeholders, partners and vendors as they are an expansion of the team.

## Professional Experience

September 2004 – Present | Amy Lynn's Marketing and Graphics | Spokane, WA

*Freelance Multimedia Designer and Marketing Consultant*

Provides elite marketing solutions for various companies ranging from B2B to B2C companies, high-profile corporations and small businesses. Some of these solutions include:

- Brand identity
- Full stack web development
- Printed marketing collateral
- Print and Digital Ads
- Large format design

March 2018 – May 2020 | Pyrotek | Spokane, WA

*Content Marketing Manager – Multimedia*

- Managed global content marketing strategies
- Led homepage planning team in strategizing updates to the homepage and subsequent pages which led to higher user engagements, lowered bounce rates and elevated internal customer satisfaction
- Developed breakthrough strategies in video marketing by revamping Pyrotek's YouTube channel, and created compelling new videos. This resulted in increased web and YouTube traffic, higher customer engagements, and longer channel watch times.
- Collaborated with external agencies and vendors to formulate effective marketing strategies that were customer engaging, cost efficient and internally sustainable.
- Established strong connections with Pyrotek's Chinese and Australian marketing teams with weekly communication, and fulfilling their marketing, resulted in gained trust and more frequent collaboration.
- All of the duties listed under the Multimedia Designer Position

*Content Marketing Manager – Multimedia*

Successfully interpreted project briefs and created the following types of engaging, innovative digital marketing content that sold ideas and products:

- Created various types of videos for Pyrotek - New product demonstrations, company's global manufacturing plant tours, overviews of existing products and services, teaser trailer style videos that generated tradeshow booth traffic, case studies, employee interviews and infographics
- Web/UX design and development
- Account based marketing such as email campaigns, targeted ads, and social media
- Internet Ad Banners (IAB)
- Printed Ads
- Tradeshow/Large format graphics
- Infographics, icon design

Interviewed new Head of Global Marketing

July 2013 – March 2018 | Party City | Pleasanton, CA

*Sr. Front-End Web Developer*

- Managed and trained newly hired Front End Web Developers
- Interviewed new Front-End Web Developer candidates
- Initialized collaboration efforts with other departments to effectively meet/exceed deadlines
- Exercised leadership by prioritizing project queue and setting goals for web development team
- Regularly met with Executive Vice President of Ecommerce to strategize upcoming projects
- Created/Updated multiple web pages with accuracy and efficiency using jQuery, JavaScript, HTML, CSS for \$1.3B revenue generating Ecommerce site



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**Programming Languages/Web Skills**

(X)HTML(5) CSS(3)  
Bootstrap JavaScript  
jQuery PHP/SSI  
MySQL Python  
WordPress CMS  
Terminal SEO

**Audio/Video Editing Software**

Blender Final Cut Pro  
iMovie Pro Tools  
GarageBand DVD Studio Pro  
YouTube

**Project Management Software**

MS Teams  
Scrummate  
Asana

**Mac OS/Windows/Linux**

Google Analytics  
MS Office  
Constant Contact



**Most Recent Achievements Unlocked**

After managing Pyrotek's web content updates:  
Bounce rate on the site decreased by **5%**  
Session duration increased by **20%**

**Awards**

**Outstanding Student Achievement Award**  
September (19 - 2013)  
*The Art Institute of California - Silicon Valley, Sunnyvale, CA*

**Top Operator**  
November (12 - 2009)  
*Google*

**Most Valuable Lab Assistant**  
(03 - 2005)  
*Brooks College, Sunnyvale*

- ◆ Implemented new interactive elements and widgets using best practices resulting in enhanced and streamlined user experiences
- ◆ Researched latest trends in interactivity and attended leadership and communication seminars  
Published web pages to Party City's Ecommerce CMS platform

November 2011 – March 2013 | **Heat and Control Inc.** | Hayward, CA

*Graphic Designer*

- ◆ Designed compelling large format graphics, tradeshow banners and panels for industrial equipment
- ◆ Clearly laid out content heavy information into limited formatted marketing materials such as print ads, brochures, datasheets, direct mailers
- ◆ Redesigned website and designed web graphics
- ◆ Logo Design
- ◆ Beautifully edited/manipulated photos of heavy-duty equipment giving them polished appearances
- ◆ Successfully developed organization methods adopted by supervisors and team

September 2009 – September 2011 | **Google** | Mountain View, CA

*Operation Specialist for the Book Search Project*

- ◆ Managed and tracked specialized issues with a small team of specialists
- ◆ Helped set expectations and standards for creative team attitude, behavior, and teamwork
- ◆ Beta tested and provided valuable feedback aiding in the development of a proprietary tool used in the Google Books project. Authored training manual for this tool
- ◆ Utilized critical thinking and problem-solving skills to address and fix a variety of user and publisher technical issues
- ◆ Edited/repaired images for public use on the Book Search and Google Maps projects
- ◆ Created color palette for Google Images project

October 2008 – June 2010 | **Cintara** | San Jose, CA

*Graphic Designer/Production Artist*

- ◆ Designed various high-quality marketing materials, photography, logos, ads, brochures, and billing inserts for a variety of high-profile clients

April 2007 – June 2008 | **Design2Market** | San Jose, CA

*Graphic Designer/Production Artist*

- ◆ Designed, produced, and updated engaging websites and Flash animations for small businesses and high-profile clients
- ◆ Designed and produced various marketing materials for print – ranging from large tradeshow booth graphics to small printed pieces like brochures and business cards
- ◆ Aided in tradeshow coordinating
- ◆ Designed and coded internal online archive and secure pages for clients to review projects
- ◆ *Successfully coordinated with vendors and clients to produce completed projects*

**Education**

**B.S. Web Design & Interactive Media Design (2013)**  
*The Art Institute of California - Silicon Valley, Sunnyvale, CA*

**A.A. Liberal Arts (2008)**  
*Mission College, Santa Clara, CA*

**A.S. Graphic Design (2006) – Magna Cum Laude**  
*Brooks College, Sunnyvale, CA*