

## **RECENT EXPERIENCE**

**Web Design, Copy Writing, Multi-Media Content Development, Digital Marketing Strategy, Communications Specialist, Data Performance Analysis, SEO, Branding, Project Management**  
Golden Services Group, LLC • 2002 – Present

- Work with businesses of all sizes to create a unique story about their brand to help them attract new clients and continue to engage the clients they have already earned.
- Author and ghost-write articles, presentations and white papers to inform value and express an expertise in the market.
- Prepare multi-media content for print and digital marketing use, including SEO-ready web copy, logos, social graphics, advertisements, banner ads, and social profile headers.
- Work with web development team to ensure the online conversation with the end-user is concise and complete while also including proper measurement triggers to track site performance.
- Utilized Google Analytics to track user engagement on the website and make recommendations for adjustments. Included the use of setting goals, tags and reports.
- Consult with business professionals to improve develop online and off-line conversations that increase awareness of their brand, growth of their revenue and allow for measurement of consumer response from these conversations to continually improve results.
- Prepare press-releases, communication plans, and targeted conversations that lead to event registration or program participation.
- Manage multiple web development and online marketing projects for proper execution ensuring brand quality and privacy laws are honored.
- I have created customized activity reporting tools and content planners to support to business professionals plan, execute and measure the online communication process with specific focus on understanding key gaps in the conversation.

## **Adjunct Professor**

**WordPress Web Design • Social Media Marketing • Beyond HTML**

St. Charles Community College – 2016 – Present

- Customized lesson plans on building, securing and using WordPress to develop a web presence and how to use WordPress to leverage content marketing to improve brand exposure.
- Prepare and present lectures for both online and in-class instruction.
- Advise students on career opportunities and recommend additional skills to improve their job placement.

## **SPECIFIC TECHNICAL SKILLS:**

- **Web Development:** WordPress, Plugins, Web Security, CSS, HTML, Dreamweaver, SASS
- **Graphic Design:** Photoshop, Illustrator, Canva
- **SEO / PPC:** Spyfu, Yoast SEO, Google Analytics, Google Search Console, Google AdWords, Facebook Ads, Twitter Ads, Instagram Ads
- **Content Marketing:** Technical Copy Writing, Subconscious Analysis & Assessment
- **Various Digital Multi-Media Marketing:** Hootsuite, Facebook, LinkedIn, Pinterest, Twitter, Instagram, YouTube, MailChimp, Constant Contact, Podcasting, Video Production and editing
- **Microsoft Office:** Fluent in Word, Excel, PowerPoint, Publisher, Outlook

## EXAMPLE ACHIEVEMENTS

- Worked with McDonald's Corporate and Franchise stores to prepare presentations used for new hire training that was designed to emphasize growth opportunities in the organization, specifically management training and educational resources. I also supported local franchise stores with promoting community programs.
- Worked with a company that specialized supporting HVAC companies develop operational procedures and tools to grow and manage their business. The highlight of my responsibility was to organize over 10 years of operational "best practices" information that was being distributed individually as micro programs, into one simple procedure manual that guided their Members on how to best utilize their programs and information in a way that provided greater efficiency and increased value of the membership offering. It became the "bible" for their Membership, and I was told it became a key asset for when the company was sold.
- Worked with HVAC operational support company to develop a training program that included online registration complete with auto-delivery of systematic branded communications including confirmation emails, checklists for the program administrator, pre-set templates for launching new classes, welcome packets for attendees, materials used by the Trainers, and follow-up surveys used to manage attendees perceived value.
- Increased a local restaurant's online exposure in the mobile market and streamlined monthly expenses saving them over \$3,600 on services not needed while increasing organic online traffic over 200%.
- Consulted with a surgeon who spent over \$40,000 on failed attempts for building a suitable website for his business needs. The 5-year project resulted in the development of graphic images used to help educate his patients on common procedures used both in his office and for marketing purposes, education and strategy development for content driven web marketing and social marketing campaign used for a laser division (which he later sold), and an overall reduction of digital expenses by approximately \$13,000 annually.
- Consulted with a local interior designer which revealed a loss of \$2,500 for a SEO provider who had done nothing for her investment. Identified a better way for her to reallocate those funds which resulted in an increase in revenue and expansion into international exposure.
- Oversaw the initial development and continue to manage the updates on the website for Boys & Girls Clubs of St. Charles County. The initial update improved their web traffic over 800% in the first month and reduced their cost for printing forms. It also resulted in a 15% initial increase in membership and 5% initial increase in fundraising after three months of launch. I am currently modifying all event registration through their main site which has reduced their merchant fees being paid to other third-party providers for using outside tools in addition to supporting them with the development of program fliers, press releases, and national program communication support.

## EDUCATION:

- **Associate Degree:** Administrative Office Systems (*May 1996*) Total Credit Hours: 78  
*St. Louis Community College – Meramec. Extra courses emphasize Marketing & Management*
- **Self-Study or Independent Certificates:** Google Analytics, QuickBooks, Adobe Illustrator, WordPress Web Design & System Management, HTML, CSS, SASS, SEO, SEM, Apache, Linux, Domain and Hosting Management, Cyber Security Protection for Small Business, Video Production, Self-Publishing Assistant, HVAC Marketing Bootcamp, Database Management, Newsletter Creation, Desktop Publishing, Psychology of Sales and Human Behavior courses.