

## EDUCATION

### Bachelor of Science - Media Arts and Science; Web Design and Development

IUPUI, Indianapolis, IN; May 2021 - *Dean's List* 2018 - 2021

### Associate of Applied Science - Visual Communications, Graphic Design

Ivy Tech, Columbus, IN; Dec. 2003

## WORK EXPERIENCE



### March 2020 - present | Web Specialist - IGT / State Lottery Commission of Indiana

Responsible for editing web content; Creating web pages using Kentico; CSS styling; prepare and gain approvals for website for monthly game launches; Contributing to the design and development of a new HoosierLottery.com website design, 2019; Mobile-first responsive design; Large-scale Marketing Activation project management and QA; led Games administration audit; liaison with the Azure Dev team working closely providing feedback before any enhancements are deployed; Manage to prioritize enhancements; general project/campaign management; well-rounded foundational knowledge and experience in all digital media specialty areas; Meeting annual KPIs goals for loyalty program, myLOTTERY member metrics, promotion entries and general engagement

### May 2017 - March 2020 | Graphic Designer - IGT / State Lottery Commission of Indiana

Designing and producing visually exciting print and electronic communication pieces; Consulting and working closely with supervisors and team members to evaluate individual project needs; Assisting in document and artwork routing and approvals, Working with existing graphic design elements to create internal and external communication materials for a variety of internal employees, management and other State Officials, as well as for communications media or the general public; Managing workload and multitasking

## hhgregg

### February 2017 - May 2017 - | hhgregg, Senior Designer

Leading design for all marketing channels; Collaborating with Creative Design Manager and team to decide overall visual elements and to implement into all materials; Updating and upholding brand style guide; Approving deliverables; Reviewing and proofreading all content for accuracy; Working to improve productivity; Planning, layout and designing for web & print pages, email and social media ads

### March 2016 - February 2017 | hhgregg, Email Marketing Designer

Creating promotional and editorial emails for a two-million subscriber list; Designing optimized mobile responsive emails; Working closely with email developer to execute email strategy, Working with a team to consistently improve site traffic year over year; Contributing to increased revenue on Ecomm website; Writing subject lines; Creating and scheduling with Content Builder and Automation Studio on Salesforce Marketing Cloud; Assisting Email Manager in Journey Building, 1:1, Lead Generation and Trigger email strategy and creative development; Assisting to facilitate AB testing; Fundamental understanding of HTML & CSS, Creating web page wireframes and mock-ups, Creating animations to complement clear marketing messages for email and digital video; Designing online display ads and social elements for Facebook, Twitter & Instagram

## SPECIAL HONORS | AWARDS

- Michael Price Memorial Scholarship for Graphic Design, Spring 2003
- Phi Theta Kappa Academic Society
- Pitt Scholarship, Fall 2002
- National Council on Problem Gambling 2022  
"Outstanding Website that best Raised Public Awareness of Problem/Pathological Gambling"
- IGT Spotlight Awards:  
Core Value Responsibility Award 2022  
Collaboration Spotlight Award 2022  
Pioneering Award 2022

## PROFESSIONAL SKILLS

### Advanced working knowledge using:

- Adobe Creative Suite  
XD, InDesign, Photoshop and Illustrator
- Kentico 13 Xperience
- Azure DevOps
- HTML, CSS
- Visual Studio Code | PHP Storm
- Microsoft Office

### Fundamental understanding and ability to communicate relationship to front end web design with:

- Javascript
- PHP | MySQL

### Marketing platform experience in:

- Workfront / Smartsheets  
Resource Management Software
- Salesforce Marketing Cloud
- Braze Marketing Cloud
- Sharepoint

## ABOUT ME

*Over 17 years of experience working in fast-paced, marketing environments*

I create polished elements for print, email, web and digital marketing channels. I thrive in a fast-paced atmosphere with discipline to stay within defined brand guidelines. I have a positive attitude and am a self-starter that is collaborative and team-oriented.

I have a very strong work ethic and am dedicated to my craft. I continue to sharpen my skills to be the most highly effective digital marketer and data-driven designer with proven results.

Since earning my Web Design and Development B.S. degree in May of 2021 I have continued to lend my many skills to the Digital Marketing Team as Web Designer at the Hoosier Lottery.