



EXPERIENCE

Red's Shed, Denver CO – Director of Marketing & Creative Director

MARCH 2014 TO AUGUST 2014

- Oversaw all Digital and Print marketing materials. Developed all marketing strategy through the creation of the brand standards.
- Oversaw all SEO optimization strategy and deployment. Designed and implemented front end UI/UX changes/simplification.
- Managed, tested and oversaw: RedsShed.com and blog.RedShed.com. Tracked and analyzed all traffic and sent weekly reports.
- Managed a team of 8 interns in completing daily, weekly, and monthly tasks through management and training.

Summit Automotive Partners, Centennial CO - Web Master & Graphic Designer

SEPTEMBER 2012 TO MARCH 2014

- Oversaw project coordination for Digital and all Print marketing materials. Scoped project request with GMs, oversaw graphic design and direction. Was acting Creative Engineer for six months and acting Digital Marketing manager for three months.
- Managed the Groove and Vista Auto websites: GrooveAuto.com, GrooveMazda.com, GrooveFord.com, GrooveSubaru.com, GrooveToyota.com, VistaColorado.com, SilverthorneSubaru.com and VistaJeepChryslerDodgeOfSilverthorne.com.
- Designed and built digital pages for every new sales event. Created ad group specific landing pages for new 2013 & 2014 vehicle models. Re-designed service and parts landing pages for six websites, designed and built Drive For Education information and application landing pages with custom form submission section.
- Implemented SEO best practices: meta tags, page content, specifically targeted URL creation, page linking & video search.
- Audited website, call tracking phone lines and eLead sources and provided website audit and support to dealer level staff.
- Provided CRM, Blogging, on page SEO, Specials Upload and Inventory management training at the store level to new hires.

Groove Mazda, Centennial CO - Inventory Manager & Website Specialist

FEBRUARY 2010 TO SEPTEMBER 2012

- Managed Digital and Print specials under the New and Used car manager's direction, advised on inventory vs. demand.
- Prepared inventory for the lot: New inventory PDI management, used car presentation/advertising and photography of each unit.
- Worked with the Service Department to certify incoming CPO inventory and present it according to Mazda USA guidelines.
- Assisted the sales department in meeting and exceeding specific monthly sales goals and year-over-year quotas through sales and marketing. Assisted with customer service through implementation of standardized procedures.

Savante Wine Cellars, Denver CO - Graphic Designer & Lead Draftsman

JANUARY 2009 TO FEBRUARY 2010

- Designed, built and updated the Savantewinecellars.com and HogebackWoodworking.com websites.
- Built templates for presentation and inventory management. Designed all marketing material for use in securing new work.
- Set up 3D Model library catalogue of all parts made in the manufacturing shop by measuring existing inventory.
- Concepted, modeled and rendered designs for new product lines to create presentation documentation.
- Developed standard operating procedures for a majority of the product lines so inventory could be reproduced at spec.

EDUCATION

Argosy University, **MBA, Business & Marketing**
Graduated: November 2011, Denver, CO

The Art Institute of Colorado, **BA, Industrial & Graphic Design**
Graduated: December 2008, Denver, CO

KNOWLEDGE

	Mastery level				
Operating Systems		Coding		Other Software	
Apple OS	●●●●	HTML5	●●●○	Microsoft Word	●●●●
Microsoft Windows	●●●●	CSS3	●●●○	Excel	●●●○
		JavaScript	●●○○	PowerPoint	●●●●
Adobe Design Suite (CC)				Apple Keynote	●●●○
Illustrator	●●●●	Back-End Tools		Numbers	●●●○
Photoshop	●●●○	WordPress	●●●●	Google Analytics	●●●●
Dreamweaver	●●●○	Blogger	●●●○	Adwords	●●○○
InDesign	●●●○	Dealer.com	●●●●	Webmaster Tools	●●○○
After Effects	●●○○	Dealersocket	●●●○	Google SketchUp	●●●○

ACADEMIC RECOGNITION

- Alpha Beta Kappa Alumni - the Art Institute 2008.
- Elected IDSA student President for the 2008 educational year.
- Graduated Magna Cum Laude in 2008 - 3.8 GPA (BA) and 3.8 GPA, 2011 (MBA).

