

## Professional Profile

My passion is for solving problems through simple visual design and clean code. I bring a unique perspective driven by nine years of experience building loyalty through positive experiences. This has led to creating solutions for local businesses, growing companies and established Fortune 500 leaders.

## Education

**Marquette University**  
2002 - 2006

**Bachelor of Arts**  
Major - Advertising

**Milwaukee School of Engineering**  
2010 - 2011

**Web Design Certification**

## Work Experience

**FIS**  
May 2012 - Present

### Web Content Administrator, Senior

Managed the execution of various marketing sales campaigns and conference websites for global financial institutions. Lead development for InMotion, FIS' flagship digital magazine distributed to over 50,000 clients. Worked with various product-line groups to implement usability enhancements and corporate brand standards.

**Landmark Credit Union**  
November 2010 - April 2012

### E-Channel Specialist

Lead the design, production & delivery of corporate website redesign. Managed page layout, copy & design while writing the needed HTML, CSS & JavaScript. Developed integrated strategies to optimize website performance & customer experience.

**Brewery Credit Union**  
January 2008 - October 2010

### Marketing Director

Produced internally cohesive brand messaging which included the concept & design of direct mail pieces, quarterly newsletters, lobby posters & membership brochures. Obtained \$1.6 million in grants through the U.S. Treasury's Community Development Fund.

**Uy Creative Communications**  
May 2006 - December 2007

### Business Development Manager

Designed advertising packages & negotiated sponsorships for the U.S. Cellular Arena, Milwaukee Theater, Midwest Airlines Convention Center & Oktoberfest Milwaukee. Managed accounts day to day through client meetings, marketing plans, event planning & art direction.

## Capabilities

Adobe CS Illustrator  
Adobe CS Photoshop  
HTML(5)  
CSS (3) / SASS

JavaScript  
jQuery  
Sitefinity CMS  
Sitecore CMS

Sharepoint 2010  
Keynote  
Powerpoint  
Microsoft Office Suite

Google Analytics  
Google Ad Words

## Extras

**Eagle Scout**  
Boy Scouts of America (1999)

**Y.P. Council - Board Member**  
Wisconsin Credit Union League (2011-2012)

**Chapter Director - Vice Chair**  
Milwaukee Credit Union Chapter (2011-2012)

**40 under 40 - Nomination**  
Milwaukee Business Journal (2010)