

SOFTWARE & SKILLS

Adobe Creative Cloud (InDesign, Illustrator, Lightroom, Photoshop, Acrobat, InCopy) • Marketo • Salesforce • 6Sense • Wordpress • Craft CMS • Microsoft Office 365 • ZoomInfo • LinkedIn Campaign Manager • Wrike • JIRA • Cvent • Canva • Buffer • GagglesAMP • Photography • Agile Process • Creative Leadership • Brand Management • B2B Marketing • Print & Web Design • Project Management

WORK EXPERIENCE

Freelance | Boise, Idaho

Freelance Graphic Design, Marketing, and Photography, September 2012 - Present

- Design brand identities, print and editorial, digital deliverables, event graphics and promotion, and product packaging
- Manage and design for brand strategy, website, SEO, social media, and printed promotional content to increase market presence, website traffic, and sales
- Work with companies from start-up to conduct target market research, followed by evaluating and analyzing the effectiveness of marketing programs and ROI for clients to reach their target market faster
- Photograph corporate and private events, portraits, products, and outdoor activities for print and web

Clearwater Analytics | Boise, Idaho

Marketing Operations Manager, March 2021 - May 2023

- Executed and monitored marketing campaigns and metrics of success for Clearwater's six unique, global markets
- Managed the Clearwater website, supporting the increase of website demo requests by 178% in one year
- Supported the build, test, and launch of daily communications to a global audience of financial leaders, including through email, social, paid LinkedIn, paid search, display ads, and website channels
- Built an email marketing strategy to increase open rates by 15%, focusing on deliverability tactics and segmentation
- Managed the company's social media accounts to increase engagement over 100% within 6 months
- Managed the Marketing department's operations, including database, a multi-pronged lead scoring model to ensure timely and proper lead flow, promotions through the company's initial public offering (IPO), the marketing tech stack, and external contracts and vendors

Creative Services Team Lead, December 2018 - March 2021

- Created and managed design projects from concept to completion, serving as the primary creative editor
- Maintained Clearwater's brand strategy, ensuring consistency across rapidly growing global offices
- Collaborated with copywriters to design thought leadership collateral and targeted marketing and Sales deliverables
- Improved and standardized processes that resulted in over 37% higher team bandwidth and efficiency
- Coached and mentored a full team of marketing creatives to support development and success
- Managed in-house and external printing globally, including local and online vendors
- Directed and photographed in-house photoshoots and events to expand the image library and streamline branding

Marketing Graphic Design Specialist, September 2016 - December 2018

- Designed and managed the creation of thought leadership collateral and targeted marketing and sales deliverables from concept to completion, collaborating with copywriters and campaign specialists
- Supported development of multi-channel campaigns from a creative lens and executed with the greater team
- Developed and maintained Clearwater's refreshed brand identity and strategy
- Directed and photographed in-house and event photoshoots to expand the image library and streamline branding

Flitch Creative | St George, Utah

Lead Graphic Designer, August 2014 - August 2016

- Led the design team with oversight and execution of brand identities, print materials, and website interfaces
- Introduced photography into the company, which led to increased clientele and greater consistency with projects
- Managed existing client relationships and developed new business accounts

EDUCATION

Lawrence Technological University • Bachelor of Fine Arts in Graphic Design • Graduated May 2014, Magna Cum Laude