
WordPress Website Design | Digital Marketing | SEO | Content Strategy

Aligning business goals with design, technology, and strategy

WordPress websites, SEO/AEO content, and digital marketing strategies that help organizations connect with their audiences and achieve measurable growth. Experienced in designing, developing, and optimizing websites while translating business goals into engaging online experiences.

Highlights of Expertise

- Website Design & Development
- Full Life Cycle Project Management
- Client Communications
- Technical Support & Research
- Visual Brand & Graphic Design
- Print Production
- Search Engine Optimization (SEO/AEO)
- Content Creation & Management

Experience

ArrowBright Design & Marketing, New York, New York

Provide leadership in website creation, marketing, and design with clients advising them on best practices and consultation in website marketing

Web Designer (2010 to Present)

- Provide recommendations for and implement SEO/AEO content strategies.
- Guide modernization and website enhancement spanning multiple parts of WordPress systems, including plugins and templates.
- Design of multiple brands and marketing campaigns for clients as well as offer guidance to increase lead generation.
- Oversee multiple project timelines and ensure consistent communication.
- Design mockups, create specifications and hand-off work to developers when needed.
- Create processes for on-boarding and training. Build client relationships – over 75% client retention rate.
- Maintain and update websites for security and growth.

Jenny Fenig Worldwide, LLC, New York, New York

Development of user-experience strategy and design for multiple brands and marketing campaigns.

Web Designer (2011 to 2022)

- Manage design strategy for over 150 marketing initiatives from digital to print every year.
- Contribute to in-depth analysis of UX practices and wireframes in order to produce efficient solutions.
- Craft brands and sub-brands for clients that establish unique identities for services, courses, and offers while maintaining consistency across all platforms.
- Provide website maintenance and technical support.

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Talent Management Alliance (TMA), New York, New York

Responsible for developing and maintaining WordPress-based websites and designing event brands.

Web Designer (2010 to 2013)

- Created wireframes to enhance user experience for company's main site and designed multiple microsites for events.
- Researched and implemented web plugins to increase functionality of content management system. Worked with developers to install custom functionality.
- Designed branded event graphics to produce new sales leads through targeted organic and paid campaigns.
- Oversaw development of event materials including email campaigns, on-site graphics and brochure design.

Institute for International Research, New York, New York

Implemented user-experience centered designs that target specific audiences for 100+ websites throughout three divisions.

Senior Web Designer (2007 to 2010)

- Planned and orchestrated daily workflow including creating a centralized filing system to speed up file retrieval.
- Supervised designers and production assistant and provided guidance in CSS and custom CMS programming.
- Executed SEO protocols to improve company's online presence.
- Played key role in implementation of digital requirements, including interface design, development, and maintenance, across three divisions and 100 conferences webpages with input from senior management, producers, and marketing managers.
- Provided client assistance for delegates and partners by directing them to appropriate division and resolving technical issues to offer quality service.

Education & Credentials

Westwood College, Denver, Colorado

ASSOCIATE OF APPLIED SCIENCE IN GRAPHIC DESIGN AND MULTIMEDIA

Ohio University, Athens, Ohio

BACHELOR OF SCIENCE IN PHOTO ILLUSTRATION

Technical Proficiencies: WordPress, Elementor, Search Engine Optimization (AEO/SEO), HTML, CSS, Adobe Dreamweaver, Photoshop, Illustrator, InDesign, Mailchimp, Kit (Convertkit).