

## UX & Product Management Leader

### Experience Highlights

- Co-founded boutique web agency with primary responsibilities including web strategy, UX, and new business
- Gold Addy Award for Best Interactive Website in 2019
- Published in INNOVATE Magazine's 2021 edition, *Innovate Tampa Bay*, as a premier web agency
- Instrumental to launching 7 technology startups as a primary partner
- Designed a brand agency's website funnel that converted \$1M of new business revenue in its first year
- Co-Founded a MeetUp in Denver teaching Brand Design & Website Marketing
- Architected, directed & produced multi-level webapps for delivery and aviation industries

### What I Do

I am on a constant mission to improve people's relationships with websites and believe that brands must authentically connect online. With this philosophy, I help bridge the gaps across web technology, operations, and business growth through collaborative solutions, support initiatives, and hyper-growth efforts.

Industry-leading expertise in integrated marketing, interactive design, and advanced website development. Innovative marketer with proven expertise in modernization, product management, and motivating teams to achieve goals.

### Key Skills

- |                            |                              |                              |
|----------------------------|------------------------------|------------------------------|
| • User Experience          | • Innovation & Modernization | • Lead Generation            |
| • Integrated Marketing     | • Project Management         | • Product Management         |
| • Design Systems           | • Business Growth Strategies | • Growth Mindset & Practices |
| • Website Development      | • Analytics Insights         | • Team Development           |
| • Information Architecture | • Web Technology             | • Entrepreneurship           |

### Professional Experience

**ALLDAY**

Remote

#### Director, Web Strategy & UX / Co-Founder • 2015 – Present

Leader and web strategist partnering with organizations to develop business-driving web strategies through curated customer journeys. Pushing the limits of design usability, accessibility, and web technology to connect customers with authentic online experiences.

- Distill complex workflows into simple and effective personalized solutions focusing on User Experience (UX) and Customer Experience (CX) that achieve business objectives.
- Lead discovery and development of brand identity, business strategies, customer accessibility, feature optimization, and ultimately a scalable online brand presence for businesses across a variety of industries including eCommerce, real estate, software, food service, destination travel, professional services, and more.
- Deliver concepts, personas, user journeys, storyboards, system maps, user flows, wireframes, visual design comps, and prototypes using best-in-class design tools.
- Translate business and technical requirements into architectural blueprints to achieve business objectives.
- Serve as the client's main contact managing communications, project management, and brand stewardship.
- Expertly communicate, inspire, and empower a diverse team to process, produce, and build sustainable user experiences that lead to measurable business results.
- Understand market trends to evolve digital tools, processes, and structure to meet the changing needs of growing companies in the dynamic and fluid web industry.
- Directed a 3-year production of 3D renderings for animation web apps and an interactive VR experience, integrating 14 revolutionary child learning products for a startup into a Capital Investment virtual sales kit.

**VOLOGY**  
Oldsmar, FL**Marketing Web Designer & Developer • 2014 – 2015**

Served as a Marketing Web Designer and Developer for a leading provider of managed IT, cloud, and security services that drive digital transformation and enable top-level growth. This end-to-end cloud solutions provider monitors, manages, and maintains 215K+ devices at 40K+ customer sites by providing 24/7/364 support.

- Influenced growth of the organization to be a competitive player in the market as a website designer, front-end developer, and digital marketing expert for the 2<sup>nd</sup> largest privately held company in Tampa Bay.
- Instrumental in expanding the company's website, serving as the designer and developer of the support tools on their website and marketing landing pages.
- Concepted, created, and launched a sales tool supporting 80+ technology brands and 500+ sales associates.
- Built custom-partnered campaigns with HP, Microsoft, Citrix, Brocade, VMware, and additional vendors.
- Provided guidance for company rebranding from logo design and marketing brand website to apparel.
- Integrated monthly automated marketing campaigns and created a product manager resource app index to store all technology information, becoming the standard way to store and access all vendor information.

**FREELANCE / SELF-EMPLOYED**  
Remote**Front-End Website Designer & Developer • 2014 to 2015**

Performed as a designer & front-end website developer in a freelance position for 3 contracted clients.

- Acted as a WordPress developer to build custom WordPress themes, plugins, and personalized landing page designs for Ignition Deck's crowdfunding platform.
- Worked with Smashburger and achieved a 2-year retainer supporting all web marketing initiatives, landing page designs, UX optimization, email marketing, and customer growth as they expanded.
- Created a website for Ikea that included marketing materials for a recently acquired Ikea brand.

**PARADISE ADVERTISING & MARKETING**  
St. Petersburg, FL**Digital Manager / Social Media Manager • 2013 to 2014****Interactive / Public Relations Coordinator • 2012 to 2013**

Developed end-to-end destination marketing websites, digital ads, and social media strategies for Convention & Travel Bureaus (CVB) to target national tourism markets to different locations.

- Managed a team of 4 in the creative department while overseeing the agency's IT infrastructure, digital & social media departments to ensure seamless messaging across all outlets.
- Led agency's digital and social media growth campaigns for an award-winning destination marketing agency.
- Served as a digital project manager to facilitate large-scale websites and web applications.
- Served as interim Digital Director for 8 months during a business restructuring.

**Early Career:**

- Trifecta Team, LLC – PR/Web Consultant
- Tampa Bay Buccaneers – PR Intern / Training Camp Assistant
- The Tennis Channel – Production Intern
- Pressure Wash South Tampa – Owner/Operator

**Education**

BA, Communication, General | The University of Tampa