

## Skills

- Proficient in multiple coding languages – HTML, CSS, Javascript – for effective UX design
- Content management through multiple systems such as Wordpress, Joomla, DotNetNuke
- Able to coordinate multiple social media and external communication outlets
- Effective design built around UX using multiple software programs

## Freelance Work

- Developer for Detroit based Record Label – work on Heartbleed virus repairs | 2014
- Designer for website using Magento CMS for small wearable technology start-up | Fall 2013
- Developer/designer and communications for two Ann Arbor based maternal care LLCs | 2013

## Professional Experience

Web + Digital Media Manager, Museum of Contemporary Art Detroit | Detroit, MI | Aug. 2013 – Now

- Managed MOCAD website and content across multiple web platforms
- Launched newsletter campaign using MailChimp to over 7,000 subscribers
- Managed official MOCAD social media accounts with over 40,000 connected supporters
- Managed design and communications teams and interns
- Created systems of design and web requests for internal use
- Launched external systems for press and contact management

Communications Associate, Michigan Energy Options | East Lansing, MI | Aug. 2012 – Aug. 2013

- Launched Mid-Michigan Program for Greater Sustainability website with DotNetNuke CMS
- Managed and created web content for MEO website with Joomla CMS
- Created comprehensive newsletters garnering 25% higher open rates than industry standard
- Created communications and social media strategies for MEO and MMPGS projects

Web Designer and Developer, The State News | East Lansing, MI | Dec. 2011–Dec. 2012

- Managed project redesign for StateNews.com, with 200,000 visits a month
  - Completed redesign of the entire site over a four month period
  - Lead team effectively through new programs and script languages
- Learned proper naming and design practices for multiple platforms of design

Communications Intern, Michigan Environmental Council | Lansing, MI | May 2012–Aug. 2012

- Designed and edited documents for presentations, events, and members
- Developed content for print quarterly newsletter as credited writer for MEC

Social Media Coordinator, Avalon International Breads | Detroit, MI | March 2010–Dec. 2011

## Education

Baccalaureate of Arts in Professional Writing, College of Arts and Letters, Michigan State University

Graduated December 2012 with Honors