

## SUMMARY

My portfolio exhibits innovative initiatives in the following technology fields: SEO/SEM/SMM; PPC/CPL/CPM; Website Designer/Programmer; E-Commerce/E-Mail; Graphic/Digital Designer; Marketing Manager/Coordinator; Research Analyst & Director of Marketing. I can provide solid references: Westgate Resorts (largest U.S. timeshare), Colliers (third largest commercial real estate company), and CBRE (largest U.S. commercial real estate company).

## SKILLS

Adobe Creative Suite, AdWords Editor, AutoCAD, Bing, Bridge, Campaign Logic, CMS, CRM, CS6, CSS, Deal Flow, Dreamweaver, Excel, Flash, Google Analytics, HTML, Illustrator, InDesign, Javascript, Joomla, Mail Chimp, Maya, Microsoft, MySQL, Outlook, Peachtree Accounting, Photoshop, PLUS, PowerPoint, Premiere Pro, Quark Xpress, Salesforce, SEO/SEM, Sitecore, Social Media, Word, WordPress, Yahoo

## EXPERIENCE

- 5/17-Present      CBRE, Inc., Boca Raton, FL - #1 Commercial Real Estate Co. in the U.S.A.  
**Web/Graphic Designer/Marketing Coordinator**
- Develop brochures, flyers, landing pages, websites, email campaigns, proposals, graphics, social media, SEO, advertisements, and collateral.
- 7/15-5/17      Graphic Designs by Jennifer, Lake Worth, FL  
**Web/Graphic Designer**
- Mental Illness Policy Org., National Kidney Assoc., Shangri-La, David Jacobs LLC, SuperBoost Your Juice, & CrockPot To Go
- SEM/SMM/SEO, Website/graphic design, E-Commerce campaigns, social media marketing, new lead analyst, blogger, media planning & purchasing, collateral development, branding, marketing plans, marketing consultation, radio commercials, DVD/ Flash/storyboard presentations, promotional items, art director, and tradeshow booths.
  - Create websites that exemplify the brand, and coordinate it with the company's collateral materials, social media, and advertising campaigns to create a powerful web presence, as well as a strategic marketing tool. Website Analytics/PPC/CPM/CPL. Core metrics.
  - Digital online PPC marketing manager. Planning, implementation and optimization. Conversion rate optimization. User experience and landing page optimization. A/B testing. Content development & organic link building strategies.
- 08/13-05/15      Eastern Florida State College, Cocoa, FL,  
**Graphics Technology, A.S. Degree**
- 01/11-07/13      Daytona State College, Daytona Beach, FL  
**Computer Information Technology**
- 12/09-5/10      Find It & Fund It, Melbourne, FL -  
**Google/SEM/SEO Marketing Manager**
- Implement strategic PPC campaigns. Website Analytics/PPC/CPM/CPL. Core metrics.
  - Planning, implementation and optimization. Conversion rate optimization. User experience and landing page optimization. A/B testing. Content development & organic link building strategies.

- 04/07-12/09 Westgate Resorts, Ocoee, FL - #1 Timeshare Co. in the U.S.A.  
**SEO/SEM/SMM Manager/Google/Bing/Yahoo Analyst/Web & Graphic Designer/Email**
- Manage 16 SEO/SMM accounts & 36 Google Analytics/AdWords accounts.
  - SEM, SEM, PPC & Email campaigns, interactive, content and design for websites.
  - Create PPC, CPM, CPL & aggregated lead generation/E-Commerce campaigns.
  - Design digital, landing pages, A&B marketing campaigns for lead development. Analyze online marketing campaigns and create weekly reports.
  - Design websites, email campaigns, banner ads, web advertising, and analyze campaigns.
  - Create and manage E-Marketing, social media, search engine campaigns, web development, inter-active graphics, database management, ad copy and web content.
  - Optimize SEO programs to not only increase rankings and relevance, but also drive traffic, and increase customer engagement and acquisition
  - Monitor and analyze web traffic in Google Analytics and propose the alterations to improve the traffic.
- 04/05-04/07 Opus Advertising, Cocoa Beach, FL – Cocoa Beach Surf Company  
**Sr. Graphic Designer / Web Designer**
- Created and designed advertisements, rack cards, banners, signs, murals, menus
  - Performed requirements definition, analysis & documentation
  - Developed rich user interfaces with Macromedia Flash
  - Created brand strategies, designed functional websites & advertising campaigns for Cocoa Beach Surf Company, Shark Pit Bar & Grill, Four Points by Sheraton, and Radisson Resort
- 8/03-10/04 ARCADIS, Fair Lawn, NJ - #1 Environmental Co. in the U.S.A.  
**Branch Manager / Web Designer**
- Coordinate all events including client sponsorships, sales meetings, gala annual events, added value programs, tours, internal events, marketing collateral and designed ourpassaic.org website. Supervise administrative, mail room and reception staff.
- 10/98-8/03 Colliers Houston, Teaneck, NJ - #3 Commercial Real Estate Co. in the U.S.A.  
**Director of Marketing - New Jersey (Teaneck, Somerset & Parsippany)**
- Direct new business initiatives, advertising, marketing concepts, and research.
- 10/93-10/98 CBRE, New York City, NY - #1 Commercial Real Estate Co. in the U.S.A.  
**Marketing Manager/Research Analyst**
- Develop proposals, graphic standards, designs, strategies, collateral and advertisements.
- ADDITIONAL**
- Google Analytics/Adwords Certified  
Eastern Florida State College: Graphics Technology A.S. & Bank Management A.S.  
Daytona State College: Computer Information Technology  
Florida Institute of Technology: Flight Technology  
Author/Illustrator: Magic Bear Kingdom  
National Science Foundation Scholarship, 2013  
Journalism Scholarship University of Tampa  
D.A.R. Award  
4 Gold Key Awards - State of Florida Art Show  
Interactive Media Production & Support Certificates  
Graphic Design Production & Support Certificates  
AutoCAD Certificate