

I have **12** years

experience as a social media & email marketing manager, freelance designer, writer, client wrangler, tech guide, & jane of all digital trades

experience creating & executing long term brand & marketing strategies, budgeting time & resources, hiring contractors and prioritizing tasks

experience delivering friendly, empathetic & beyond-the-call-of-duty exemplary customer support & community building

The Top **10** Skills & Qualities I Bring to Every Project:

- 1** advanced Wordpress, CSS, HTML & PHP skills as well as a professional level proficiency in Adobe Creative Suite
- 2** creative use of technology to help support & educate clients including webinars, video chats, instant messaging and flow chart user manuals
- 3** ease of language and understanding of technology translates into engaging, concise & useful documentation
- 4** active social media user with a clear understanding of how to use them as a brand platform & community building tool
- 5** excellent written & verbal communication skills with a commitment to using technology to increase efficiency & promote dialog
- 6** a strong design aesthetic that embraces clarity, creativity and brand/message cohesion
- 7** a great sense of humor, patience and ability to put people at ease when talking about high concept or technical ideas
- 8** extensive experience working remotely is a major asset in both my interactions with clients & communicating with collaborators
- 9** hyper-organization and a constant evaluation and evolution of workflow for the most effective & creative outcome
- 10** champion for the use of web apps (Zapier, Adium, Basecamp, etc) for efficiency & capabilities to train clients to use them as a power tool, not as a distraction

{ Mac OS, iOS, Basecamp, Harvest & MailChimp }
power user and fearless software/website tester

education

New School University (1999-2001)
MFA, creative writing

Mannes Conservatory of NSU (1996-1999)
BFA, vocal performance

Eugene Lang College of NSU (1996-1999)
LBA, cultural studies

additional skills/experience/notes

professional level fluency in Spanish; working knowledge of Ruby on Rails & jQuery; extensive & varied leadership & community building experience as music festival creative director, vegan cooking instructor, art director & project manager for recording projects, and campaign organizer for Amnesty International's Write for Rights, PETA Latino and New York Cares

WORK SUMMARY

Freelance Web & Print Designer, Writer & Consultant IRMAcreative, an Independent Creative Shop 2002-2014

For the past 12 years I have collaborated with small businesses, artists and nonprofit organizations to craft an online brand and marketing strategy that included a website, social media, email campaigns as well as complimentary print materials.

I utilized the powerful CMS of Wordpress to build custom websites, blogs and ecommerce shops that could easily be expanded and updated by clients once our work was done. User manuals, video screencasts and 4-6 online training sessions ensured that clients had all of the tools needed to grow their business both online and offline. Projects lasted 1-6 months based on a client's needs and often included logo design, social media training, creative content creation (both written and photography), 3rd-party marketing consultations, Google Analytics integration and collaboration with complimentary developers.

"Full Package" Website Design, Social Media Campaigns, Email Blasts & Creative Content Services Clients: Ensueño 10, *Another Day in Paradise* Magazine, Zihuatanejo International Guitar Festival, Cooperativa Eco-Vegana, writer Robin Noelle, musician Cindy Lowe, photographer Steven Johnson, writer Adam Chandler, music group Son d'Aka, Exhibit Masters Event Productions, nonprofit 4GreenTires, nonprofit Terralogic Energy Management, Covet Boutique, Casa Leo Luxury Vacation Rental, Casa Solana Boutique B&B, Gypsy Global Chic Jewelry, Mexican Silver Store, ByJudyBrown Jewelry Design, Casa de Oro Villa, artist Michael D. Hackett, artist Arthur Koby, ZihualD Interior Design

Organizational Support Clients: Amnesty International, truthout, Teachers & Writers Collaborative, New School University, New York Cares

Print Design Clients: Amnesty International, Heifer International, *Another Day in Paradise* Magazine, Zihuatanejo international Guitar Festival, musicians Rodrigo y Gabriela, nonprofit Sunny Hills Services

Writing Services Clients: AOL Time Warner, Screaming Media, truthout, Viacom, Nile Guide