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EXECUTIVE SUMMARY

Marketing technologist who is an expert in multimedia/audiovisual design, as well as proficient with complex CRMs and other systems that fuel marketing and sales operations, campaign automation and reporting/tracking of marketing-to-sales ROI. Honors graduate of Pittsburgh Technical Institute's Web/Interactive Design program; as well as Honors graduate of Clarion University of Pennsylvania's Fine Arts program. Achieved a Bachelor's degree with concentrations in graphic design and sculpture. Possesses comprehensive, practical knowledge of more than seven computer and Web programming languages, along with expertise in multiple design, CRM and marketing automation systems and software.

WORK EXPERIENCE

Sarah Carr LLC

Multimedia Designer & Marketing Technologist

Pittsburgh, Pennsylvania
October 2016 - Present

- Develop responsive websites on the WordPress platform using XHTML, CSS, PHP and JavaScript
- Salesforce.com Administrator: CRM setup, data clean-up, training and maintenance including customized processes using flows and creating and maintaining an implementation guide
- Pardot and HubSpot Administrator: setup marketing automation and integrations

PointRight Inc.

Marketing & CRM Technologist

Cambridge, Massachusetts
January 2015 - September 2016

- Developed and maintained responsive websites using XHTML, CSS, PHP and JavaScript
- Customized and maintained sites built on the WordPress platform
- Salesforce.com Administrator: CRM setup, training and maintenance including customized work-flow with Apex development and developed a user guide
- Pardot Administrator: setup and launched campaigns using marketing automation, reported on performance and developed a user guide
- Designed and developed HTML based email campaigns that included mobile friendly layouts
- Created and edited video using Premiere Pro and Aftereffects

CommuniTech LLC

Multimedia Designer and Data Services Coordinator

Bridgeville, Pennsylvania
May 2010 - December 2014

- Developed and maintained responsive websites using XHTML, CSS, PHP and JavaScript
- Customized and maintained blog and CMS platforms including WordPress and HubSpot
- Salesforce.com Administrator: CRM setup, training and maintenance including customized work-flow with Apex development
- Pardot Administrator: setup and launched campaigns using marketing automation
- Designed and developed HTML based email campaigns that included mobile friendly layouts
- Created and edited video using Premiere Pro and Aftereffects

Duquesne University

Videographer Assistant

Pittsburgh, Pennsylvania
August 2008 - May 2010

EDUCATION

Clarion University

Bachelor of Fine Arts Degree
Concentration in Graphic Design and Sculpture
Magna cum laude

Clarion, Pennsylvania
May 2007

Pittsburgh Technical Institute

Associate in Science Degree, Multimedia Technologies
Concentration in Web/Interactive Design
GPA: 3.9

Oakdale, Pennsylvania
October 2009

Certification Salesforce.com Certified Administrator – October 2014 - Present

Computer Software Adobe After Effects, Dreamweaver, Illustrator, Photoshop and Premiere Pro; Final Cut Pro; 3D Studio Max; QuarkXPress; Microsoft Access, Excel, PowerPoint, Publisher and Word

Languages Apex, CSS, JavaScript, MySQL, PHP, XHTML and XML