

UNIQUE QUALITIES:

- Possess a broad range of both creative and technical skills allowing me to be a greater asset to an organization or project team.
- I am familiar with creating a User Experience System that can automate customer experiences while creating an environment that measures digital interaction.
- I have experience at interpreting behavior patterns from data analytics and how to use that information to adequately improve sales and marketing strategies, creating digital communications, and for creating engagement for teams or for leading staff.

QUALIFICATIONS & SKILLS:

- Leadership Experience
- Professional Communicator
- Digital Marketing & Analysis
- Web Design & Development
- DNS/Server Management
- Security Risk Assessment
- Project Management
- Dependable & Honest
- Instructional Design
- Continuous Learner
- Team Player & Problem Solver
- Self-Motivated
- Detailed & Organized
- Honest & Trustworthy
- Customer Centric

RECENT CAREER EXPERIENCE:

The Conversation Consultant – St. Louis, Missouri

5/2019 to Current

Communications & IT Consultant

As a free-lance consultant, I have worked with business professionals and agency teams to achieve Marketing goals for their customers. I am skilled in web development, graphic design, copy writing, SEO, and PPC strategies primarily using WordPress, SuiteCRM, and various workflow automation tools. I have worked directly with Executives to evaluate current sales and marketing processes and identify ways to automate and improve communications, reduce costs, and expand brand awareness and create community engagement.

St. Charles Community College – Cottleville, Missouri

7/2016 to Current

Adjunct Instructor / Technical Staff Advisor (part-time / as needed)

As an Adjunct Instructor, I prepared course content and taught web development, web security and digital marketing courses that required both online execution and live presentation. I educated students within state standards and school guidelines, graded assignments, advised students, prepared required reporting of grades and attendance, and advised department leaders on suggestions to be made to the program based on industry changes. I am currently on Advisory Status only but still employed by the college and called upon for back-up on courses if needed, as well serve on the Web Development and Computer Science Advisory Boards to assist in curriculum development and student job placement.

Golden Services Group, LLC & (dba) GSG Web Support- St. Louis, Missouri

2/2002 to Current

Digital Consultant & Communication Specialist

Golden Services Group, LLC primarily targets small businesses and non-profit agencies with smaller budgets to create a “pay as you grow” strategy that makes growing their business on limited resources, achievable. We help them identify a strategy to use digital marketing tools to market and grow their business and break down these steps into manageable expenses. We help them develop customized systems and then train their staff to better manage things internally. GSG Web Support was a division created to offer support just for the technical needs of our clients, including web development, hosting, maintenance, and hourly technical support. The parent division, Golden Services Group, LLC, focuses more on offering Training and providing marketing support for strategy, SEO, PPC, email marketing, and social media.

EDUCATION:

- **Bachelor of Science Information Technology** - *Western Governors University (Currently Enrolled)*
- **Associate in Applied Science** - *Administrative Office Systems - St. Louis Community College.*
- **Self-Study Training:** Google Analytics, QuickBooks, Adobe Illustrator, WordPress Web Design, eCommerce Development, Content Marketing, Dreamweaver, SEO, Podcasting, Video Production, Database Management, Newsletter Creation, Desktop Publishing, HubSpot Inbound Certified, HubSpot Sales Software Certified.