

## Qualifications

- Branding
- Print Layout (brochures, posters, banners)
- Web Development/Management
- Direct E-mail Marketing
- Content Management Systems/Wordpress
- Market Research & Analysis
- Market Benchmarking
- Google Analytics/Web Analysis
- Social Media Interaction
- Electronic Survey Development & Analysis

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## Skills

- Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator)
- Microsoft Office
- HTML/CSS
- Google Analytics Site Tracking
- Social Media Tools (Tweetdeck)
- Survey Distribution (Zoomerang)
- E-mail Marketing Programs (Mailchimp)
- Wordpress Blogs – CSS Modifications
- FTP Servers & Clients (Filezilla/Cyberduck)
- Online Form Creation and Distribution
- Some SharePoint administration

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## Professional Experience

COMPUTER CONNECTION OF CNY, INC – Utica, NY  
*Multimillion-dollar IT Hardware Reseller and eRecycler (35+ employees)*

### **Marketing Coordinator, 7/2013 to Present**

Daily work consists of daily blog creation and posting, social media management on major platforms (LinkedIn, Twitter, Facebook), weekly email blasts to certain sets of customers about up to date and industry information, brochure development, proposal creation, specific industry tailored marketing collateral, web site over-haul product information development for website, and market research as necessary.

I assist the Sales Team when needed; every week reports are generated in terms of opens of email blasts sent to current customer database. Website traffic analyzed monthly for marketing reporting purposes. Along with in house marketing I manage the weekly communications/tasks and updates and changes to marketing agency that assists with larger marketing programs such as; Google AdWords, SEO, SEM, and video production. I have saved Computer Connection of CNY, Inc. over \$3,000 in marketing expenses a month by doing more in house and re allocating that money to hire certain task forces to take on more time consuming work such as back-linking projects, SEO/SEM, and video production.

Along with these responsibilities I have also been a big part of the R2 Certification process. This is a certification that Computer Connection of CNY, Inc. wants to attain in order to do more eWaste recycling. The certification ensures that eWaste is properly sanitized, destructed, and disposed of in an environmentally friendly manner that complies with some of the strictest DoD/DEC regulations.

O'BRIEN & GERE – Syracuse, NY

*Multimillion-dollar employee owned engineering firm (800+ employees)*

**Web Support Specialist, 10/2009 to 7/2012**

Daily work consists of supporting all of web related marketing/communications efforts within a medium sized firm of over 800 employees. Work is accomplished through corporate web-site updates (internally and externally) with help of multiple contacts within the company as well as website development for clients (Graphics/HTML/CSS). Integration of networking and alternate communication's methods (social media, e-mail marketing, and survey/form distribution), and analysis of web-site traffic via Google Analytics. Management of all FTP site accounts/functions. Updates performed on all electronic and digital media. Also supports communications functions within Human Resources and Business Development (across all market sectors). Work is accomplished through a variety of venues; multi-tasking is essential to success.

ASSURED INFORMATION SECURITY – Rome, NY

*Securing information for the government and contractors alike (65+ employees)*

**Communications Intern, 1/2009 to 8/2009**

Interned at a government contracted company for college credits; created an organizational chart, company brochure, employee welcome booklet and informational kit, modified imagery for print media and was introduced to an office environment. Took the lead on developing content and designs for brochure; worked with President, Vice President, COO and Human Resources of the company to create a cohesive final product. Created an "Employee Welcome Booklet" and informational kit to help new employees ease their way into their new job and location.

DESIGN BY JADE – Rome, NY

*Communications and Graphic Design freelance (my side business)*

**Graphic Design/Marketing Consultant, 1/2007 to Present**

Design by Jade is my own freelance business that I run out of my home. Most of the work that I do is for clients in the immediate area; with one in Hoboken, New Jersey and the other in Atlanta, Georgia. I work with a multitude of clients to help them brand their business and market themselves so that they are successful. The clients range from mechanics, limousine owners, food review web site owners, dj services. I assist with social media expertise as well as appropriate marketing collateral to give small businesses the edge they need in today's digital world. A lot of my personal efforts consist of pro bono work for the Humane Society of Rome, New York.

Please visit my [Facebook](#) page for some portfolio work.

APPLEBEE'S CORPORATION – Rome, NY

*Corporate Restaurant*

**Expert trainer, To-Go Specialist, Mixologist, Food Expeditor, 6/2005 to 2/2009**

While at Applebee's Corporation I gained extensive knowledge in the realm of public relations. I was considered an extension of management by providing new hires with complete training in the field. Work was completed in a very demanding setting, multi-tasking and organization was key in success.

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## Technology

**Software:** Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, Flash, InDesign), Adobe Acrobat, QuarkXPress, Microsoft Office (Excel, Word, PowerPoint)

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## Education & Credentials

SUNY INSTITUTE OF TECHNOLOGY – Utica, NY  
**Bachelor of Science**, 8/2009

**Major:** Communication & Information Design

CUSTOMER RESPONSE SUMMIT – Hollywood, FL  
5/2011

**Skill:** Attended 2 day seminar about responding to customers via social media. Amazing guest speakers in attendance ranging from Discover, GoDaddy, Bank of America, Time Warner Cable, AT&T, & Disney .

GOOGLE ANALYTICS SEMINAR – NY, NY  
5/2010

**Skill:** Learned how to better retain statistics from Google Analytics Web Tracking program.

ADOBE CONFERENCE – Syracuse, NY  
7/2010

**Skill:** Conference covered tricks and tips for utilizing the complete Adobe Creative Suite.

STC CONFERENCE – Rochester, NY  
2/2009

**Skill:** Spoke on Social Media as a means of communicating and producing effective marketing materials/based on a project completed with students in Italy for college credit.