

PROFILE

An innovative, results-oriented design and marketing professional with over 11 years' experience strategizing and managing web and interactive projects in fast-paced, collaborative environments.

EXPERIENCE

Brian Mangin Studio, Minneapolis, MN & San Francisco, CA

Owner, May 2001 - present

Designed websites and other interactive online experiences for a diverse group of clients.

- Created excellent user experiences by utilizing best practices in information architecture, interaction, interface and visual design. Advocated web standards, usability and accessibility guidelines.
- Recommended and implemented technical solutions including e-commerce, content management systems, client- and server-side resources, and emerging technologies.
- Engaged with clients through all stages of the design process to ensure that projects meet requirements, key metrics of success and business goals.
- Integrated online marketing strategies such as social media, search engine optimization, online advertising and email marketing.
- Managed numerous simultaneous projects collaboratively with marketing, graphic arts and information technology professionals across multiple organizations.

Minnesota Orchestral Association, Minneapolis, MN

Interactive Marketing Manager, Oct 2007 - Mar 2010

Managed all aspects of the Orchestra's online presence, including website content and design, e-commerce, multimedia, email marketing and social media.

- Increased online sales by 11%, website visits by 10%, and online donations by 283% between 2008 and 2009.
- Managed the online content for over 100 unique events and sales offers annually, greatly increasing production efficiency by streamlining online workflow processes.
- Redesigned core interface elements and user interactions to increase online sales, donations and brand consistency, and improve the overall user experience.
- Designed, produced and measured the effectiveness of over 350 marketing, development and customer service emails annually.
- Created and deployed new online multimedia assets including music and video libraries, podcasts and blogs.
- Developed, monitored and cultivated the Orchestra's presence across social media platforms including Twitter, Facebook and YouTube.

Optavia Corporation, Madison, WI

Business Development Manager, Mar 2000 - May 2001

Managed new business development, marketing, and public relations for a startup web usability and accessibility consulting company.

- Developed and maintained a website that not only marketed the company effectively, but also showcased the company's skills by featuring a highly usable and accessible design.
- Identified and implemented best practices for opt-in email marketing campaigns.
- Worked with sales and management to develop and execute the company's online and overall marketing plans.

EXPERIENCE (CONTINUED)

U.S. Satellite Broadcasting, St. Paul, MN

Manager, Special Markets, Dec 1996 - Aug 1999

Retail Service Representative, Mar 1996 - Dec 1996

Managed commercial business and other products for a nationwide satellite television provider.

- Developed and executed marketing strategies for new and potential business ventures in highly competitive emerging markets.
- Managed the marketing, sales, and promotion of over 70 satellite-distributed special event products annually.
- Designed project management and information systems to distribute data internally and externally, establish and monitor product performance, and manage financial information.

EDUCATION

University of Wisconsin - Madison

Bachelor of Science in InterArts and Technology (1995)

A multimedia program combining multidisciplinary design skills and technology.

SKILLS

- Proficient in a wide range of web and graphic design technology including HTML/XHTML, CSS, Javascript, jQuery, Ajax, PHP/MySQL, Adobe Photoshop, Illustrator, InDesign and Dreamweaver.
- Ongoing passion for learning and evaluating new and emerging technologies.
- Extensive experience developing and working with multimedia and new web technologies including audio and video production, podcasts, videocasts, blogs, RSS, content management systems, social networking and e-commerce.
- Well-versed in user interface design, interaction design, email marketing, search engine optimization, web standards, e-commerce design, mobile development, online usability and accessibility.