

Jill R. Foley

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SUMMARY

- Award-winning professional with a unique combination of design expertise, technical proficiency and extensive digital marketing experience who specializes in creating highly effective, modern graphic and interactive designs that focus on the user experience.

TECHNICAL AND CREATIVE SKILLS

- Front-End Web Development: XHTML, CSS/CSS3, HTML5, JavaScript/JQuery.
- Responsive Web Design: Twitter Bootstrap, Wireframing, UI/UX Design, Multimedia Design, Cross Browser Compatibility, Interactive Design, Requirements Gathering, Usability Testing.
- Design: Adobe Photoshop, Flash, Illustrator InDesign and Dreamweaver. OmniGraffle and iMock-ups.
- Business: Microsoft Office applications including Word, Excel and PowerPoint. Macintosh and PC proficient.

DIGITAL MARKETING / PROJECT MANAGEMENT SKILLS

- Lead Generation, Targeted Email Marketing, Digital Strategy, Revenue Generation, Campaign Development.
- E-commerce, Budget Planning and Analysis, Social Media, Audience Development, A/B Testing, SEO.
- Web Marketing: Exact Target, Yesmail, iApps, Open Text CMS, Wordpress, Webtrends, Google Analytics.

WORK HISTORY

2014- pres. **Front-End Web Developer/Digital Designer**, Freelance, Cincinnati, Ohio

- Design, code and manage high-end, high-quality responsive websites for numerous brand-name clients.
- Design wireframes and mock-ups, and working prototypes including all interactive elements. Develop in Bootstrap and Skeleton front-end frameworks.
- Maintain and update websites in various CMS clients including iApps, Wordpress and Joomla.

2013- 2014 **Sr. Digital Marketing Manager/Front End Developer**, New Track Media, LLC, Cincinnati, Ohio

- Design, develop, and maintain webpages for new and existing circulation marketing initiatives.
- Design and develop mobile optimized emails using CSS3 media queries and responsive design.
- Design high impact web ads for e-commerce storefronts, social media and electronic newsletters.
- Strategize product and promotional offerings to increase sales and subscriptions.
- Report and analyze results, provide data, and make recommendations to optimize future campaigns.
- Coordinate and execute email and digital marketing campaigns for corporate flagship brands.
- Lead team of two junior Digital Marketing Managers and an Online Coordinator.
- Increased e-commerce revenue by 52% YOY by recommending, testing and deploying mobile optimized emails.

2008- 2013 **Manager, E-Marketing Services/Web Designer**, Touchstone Investments, Cincinnati, Ohio

- Design and develop visual and functional elements of websites and HTML emails.
- Develop wireframes and visual concepts as part of the information architecture process to determine page layouts, interactive elements and navigational flow for websites.
- Design artwork, mobile apps, illustrations, animations and banner ads.
- Develop mobile optimized videos for use on corporate website. Focus on UI/UX and responsive design.
- Provide strategy for digital marketing initiatives.
- Researched and made recommendations to improve technical, design and content elements of website.
- Manage projects for web and electronic marketing by drafting plans, establishing measurable outcomes, coordinating resources and monitoring progress.
- Identify opportunities for new digital initiatives, increased efficiencies and expense reduction.
- Lead "Data Warehouse Project" that decreased manual labor by 38% and eliminated potential for human error.

- 2005-2008 **Web Marketing Consultant**, IFS Financial Services, Inc., Cincinnati, Ohio
- Develop and design email communication and electronic/print sales support materials. Compose web copy and create site layout designs. Develop web graphics and online animated advertisements.
 - Maintain content for multiple websites and made frequent modifications to ensure accuracy of information.
 - Make recommendations for website enhancements to better support sales team, and coordinate new initiatives with IT department.
 - Manage projects and ensure timely delivery of product-specific sales and marketing materials.
 - Develop and edit copy for new and updated literature.
 - Create content for rep website and made routine updates.
 - Support sales team and enhanced brand recognition by managing company store.
- 2004-2005 **Support Coordinator - Marketing Services**, Columbus Life Insurance Company, Cincinnati, Ohio
- Provide support to Marketing Services management by creating print and online graphics, presentations, graphs and correspondence.
 - Create animated advertisements for online and email use.
 - Design and distribute monthly print publications and mass mailings.

■ PORTFOLIO

- Visit my portfolio at JillRFoley.com

■ EDUCATION

- B.S., Business Management, December 2001, Pennsylvania State University

■ RECOGNITIONS AND HONORS

- 2013 - Western & Southern Financial Group William J. Williams Excellence Award - Fund Acquisition Team
- 2012 - Touchstone Special Merit Award - Public website redesign and product integration
- 2009 - Touchstone Investments Employee of the Quarter
- 2009 - Touchstone Investments Special Merit Award - E-marketing Initiatives
- 2007 - IFS Financial Services Special Merit Award - Exact Target Implementation
- 2006 - IFS Financial Services Special Merit Award - Integrity Integration
- 2004 - Columbus Life Insurance Company Special Merit Award - E-marketing Initiatives
- 2001 - Pennsylvania State University Deans List