

Emily Ward

SENIOR DIGITAL DESIGNER + EMAIL DEVELOPER



PROFILE

Resourceful, collaborative designer + developer with experience in digital design, email development, eCommerce and social media. Looking to take on new challenges and engage with consumers through web, email, social media and other digital channels. Highly organized, with great attention to detail and the ability to think outside the box. Loves coffee, cats and travel. Looking for busy days in a relaxed environment to grow and innovate.

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
HTML/CSS
MailChimp
ExactTarget / Salesforce
SendGrid
Litmus

SOCIAL

www.theemzo.com
linkedin.com/in/emward
instagram.com/the_emzo
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CONTACT

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651 231 5891

EDUCATION

MCAD | Interactive Design & Marketing | 2015
UW-Eau Claire | BA Graphic Design | 2005

EXPERIENCE

2018 - Present | Icario | Email Developer

Responsible for the design, development and metrics of email engagement campaigns through Salesforce Marketing Cloud and other platforms.

- Code responsive emails from scratch and stay up-to-date with emerging email marketing best practices.
- Support client implementations and monitor email performance.
- Implementation and management of content and digital asset management systems, back-end databases, and Salesforce Marketing Cloud.
- Execute established brand standards, brand voice and other requirements across multiple platforms.
- Collaborate with developers and UX designers to test and enhance the omnichannel experience.
- On-time delivery with high-quality execution, within a fast-paced and deadline-driven agile environment.

2015 - 2018 | Imagemerks Marketing | Senior Digital Designer

Responsible for envisioning and designing cutting-edge and intuitive front-end digital for web, social media, mobile, email and eCommerce platforms.

- Design and develop mobile-first emails for five retail brands
- Define and execute strategy for web, social, email and eCommerce.
- Build and manage editorial calendar to house and share marketing assets.
- Translate design requirements into wireframes and mockups.
- Collaborate with stakeholders to ensure consistency of brand identity and ensure graphic solutions are optimized for performance, usability and audience engagement.
- Art direct photo and video shoots, mentor junior designers and other creative team members.
- Build and manage web pages within a CMS.

2011 - 2015 | Lifetouch Portrait Studios | Graphic Designer

Design and develop all print creative and web assets for Target Portrait Studios, Cilento Photography, and Flash! Portrait Studios.

- Design and develop responsive email, social media and website graphics.
- Lead the redesign of Target Portrait Studio marketing site and the creative development of the eCommerce site for all studio brands.
- Create large in-store displays, magazine ads, and direct mail pieces for all photography brands.
- Create mockups, wireframes, collateral and marketing brand standards.
- Responsible for training, project management and development of junior designers and creative interns.

2008 - 2011 | StayWell Health Management | Graphic Designer

Create program designs and materials to support health-related campaigns that promote health management and a healthy lifestyle for Fortune 500 companies.

- Design client engagement packages, which include brochures, postcards, wallet cards and other materials for over 25 clients per year.
- Coordinate with external vendors and partners.
- Create and maintain 100s of documents for client use in an Online Toolkit.
- Manage the pre-press process and attend press checks.