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**Experienced Website UX/UI Designer & Developer, Graphic & Print designer, Digital Creator, Social Media Strategist with Marketing Expertise.**

SKILLS	
CORE COMPETENCIES	TECHNOLOGY KNOWLEDGE
<ul style="list-style-type: none"> <li>• <b>Strategy</b> - Business Analysis, Information Architecture &amp; User Experience, Brand Strategy, Campaign Strategy, Content Strategy</li> <li>• <b>Digital Marketing</b> - Email Marketing, Social Media Marketing, Lead Generation, Marketing Funnels, Workflows, Webinars, Ads, Press Releases, Blogs. Analytic Metrics &amp; KPIs - Analyze trends to optimize performance.</li> <li>• <b>Creative Design</b> - Logo Design, Branding &amp; Identity, Graphic Design, Website Design, Social Media Content Design, Print Design, Video Creation/Design</li> <li>• <b>Web Development</b> - Responsive Website Development, Content Management System (Wordpress, Bigcommerce, Shopify, Wix), Landing Pages, Blog Set up, Ecommerce</li> <li>• <b>Search Engine Optimization</b> – Content Conversion, SEO back-end Optimization, Focused Key Phrases, Sitemaps, Backlinking</li> <li>• <b>Convention/Event/Tradeshow</b> - Marketing, Design, Coordination &amp; more</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Microsoft</b> - Microsoft 365: SharePoint, Teams, Planner, Workflow, One Note, Exchange, Word, Excel, PowerPoint</li> <li>• <b>Google</b> - Google Mail integration, Google Marketing Platform G4: Google Analytics, Google Tag Manager, Google Console, Google Business Page</li> <li>• <b>Advertising Platforms</b> – Microsoft Ads, Google Ads, Youtube, Facebook Ads, Instagram Ads, Amazon Ads, Yelp, Pixel Retargeting</li> <li>• <b>Customer Relationship Management</b> - Salesforce CRM, Hubspot CRM, SharpSpring CRM, Zoho CRM</li> <li>• <b>Adobe</b> - Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Acrobat &amp; more</li> <li>• <b>UX/UI Developer / Designer</b> - WordPress, Drupal, HTML 5, CSS, Bootstrap, GitHub, JQuery, Javascript, Ruby Rails, AJAX, PHP, MySQL, C-Panel, Softaculous, DNS Records</li> <li>• <b>Social Media</b> - Facebook, Instagram, X (Twitter), Pinterest, Linkedin, TicTok, CapCut, Loomily, Hootsuite</li> <li>• <b>Artificial Intelligence</b> - AI Generated Content Campaigns &amp; Blogs: Chat GPT, Gravity Scripts, Pictory</li> <li>• <b>Resellers/ Stores</b> - Amazon, Printful, Etsy</li> </ul>

PROFESSIONAL WORK EXPERIENCE SUMMARY		
1996 - 2024	<b>Elissa Wyrick Contract Work</b>	<i>Utilizing the above skill sets &amp; more</i>
2022 – 2023	<b>SPARRA Energy Solutions, Las Vegas, NV</b> – Company Sold	<i>Vice President of Marketing</i>
2019 – 2022	<b>Pan and Piper, Des Moines, Iowa</b>	<i>Senior Vice President of Marketing &amp; Development</i>
2016 – 2019	<b>1933 Industries, Las Vegas, NV</b> Infused MFG: CannaHemp, CannaHemp X, CannaFused, Lines, Alternative Medicine Association (AMA)	<i>Vice President of Marketing</i>
2015 – 2016	<b>Infused MFG, Las Vegas, NV</b> – Company Sold CannaHemp, CannaHemp X, CannaHemp Paws Line	<i>Co-Founder: Digital Marketing, Branding &amp; Development</i>
2014 – 2015	<b>The Mike Ferry Organization, Las Vegas, NV</b>	<i>Digital Marketing Director</i>
2012 – 2014	<b>Xseed Health &amp; Nutrition, Las Vegas, Nevada</b>	<i>Brand Creative Manager/Senior UX Web Designer</i>
2005 – 2012	<b>Passion Parties, Las Vegas, Nevada</b>	<i>Internet Marketing/Media Manager</i>
2000 – 2005	<b>SkillSoft, Scottsdale AZ</b>	<i>Marcom Specialist</i>
1996 – 2000	<b>National Association of Purchasing Management, Tempe, AZ</b>	<i>Senior Web Designer</i>

## PROFESSIONAL WORK EXPERIENCE – DETAILED HISTORY

### **Vice President of Marketing | SPARRA Energy Solutions: 2022 – 2023 | Company has been Acquired.**

Managed As a versatile contributor to a pioneering solar energy saving company, I fulfilled a wide array of responsibilities, strategically impacting various facets of the organization's growth and visibility. My dynamic role spanned across multiple functions, from overseeing product management and product marketing to conducting comprehensive market analyses and competitive assessments. My adeptness extended to public relations, marketing communications, and the orchestration of impactful online marketing endeavors.

- **Market & Competitive Analysis:** Conducted thorough evaluations of market trends and competitors, driving informed business decisions.
- **Innovative Marketing Initiatives:** I pioneered the integration of cutting-edge marketing analytics and automation, through Marketing Funnels and Work Flows, resulting in: **Lead Nurturing:** Effectively nurtured leads through diverse channels like radio, website pixel retargeting, Facebook, Angi, and Yelp Leads and Landing Pages.
- **Optimized Marketing Funnels:** Designed and refined marketing funnels that fostered brand loyalty and drove noteworthy conversion enhancements achieving defined KPI's.
- **Integrated Online Marketing Strategy:** I successfully devised and executed an integrated online marketing strategy and sales funnels that catered to B2C.
- This strategic alignment not only achieved overarching revenue targets but also bolstered brand visibility.
- **Sales Team Transformation:** Under my guidance, the inside sales team underwent a transformative journey as I introduced targeted online and email marketing strategies. The results were significant, with a rise in lucrative sales leads and the meticulous refinement of associated workflows and drip campaigns.
- **Web Development Excellence:** My proficiency extended to responsive website development, leveraging content management systems like WordPress. I adeptly crafted captivating landing pages and established engaging blog platforms, enhancing online interactions.
- **Social Media Management and Marketing Campaigns:** Proficiently managed diverse social media platforms, curating engaging content, and strategizing impactful marketing campaigns. Leveraged these efforts to enhance brand exposure and user engagement.
- **Exceptional Marketing & Design:** My expertise shone in managing the conception and execution of marketing materials for door knockers and sales team and conventions, events, and tradeshows. I consistently delivered visually striking designs that seamlessly translated the company's brand identity into tangible and impactful experiences.

### **Senior Vice President of Marketing & Development | Pan and Piper: 2020 – 2022**

Responsible for the creation, development, and execution of marketing programs that support the strategic objectives and increases external visibility through multiple channels while overseeing and implementing marketing capabilities across the content, distribution, and brand spectrum for prospective borrowers and non-affiliated investors.

- Develop and implement comprehensive marketing strategies aligned with the company's goals and objectives.
- Oversee market research and analysis to identify trends and opportunities.
- Lead the creation of marketing strategy through multiple channels, including digital, social, advertising and brand management.
- Identify and cultivate strategic partnerships and alliances to expand the company's market presence.
- Drive the acquisition of new clients and investors through effective lead generation and conversion strategies.
- Develop and maintain relationships with high-net-worth individuals, institutional investors, and key stakeholders.
- Manage the marketing and development budgets to maximize ROI.
- Monitor key performance indicators and financial metrics to assess the effectiveness of marketing and development initiatives.
- Collaborate with the investment team to create and launch new investment products.
- Ensure compliance with regulatory requirements for new products.
- Conduct market assessments to identify potential gaps in the product portfolio.

### **Vice President of Marketing | 1933 Industries: 2016 – 2019**

CannaHemp, CannaHemp X, CannaHemp Paws, CannaFused, Lines, Alternative Medicine Association (AMA) , Gotti's Gold CBD and Cannabis Companies - Responsibilities included product management, product marketing, market/competitive intelligence, public relations, marketing communications, online marketing, event marketing, sales funnels/lead development, and creative services.

- Positioned for our key product line & launched new customer acquisition programs
- Implemented marketing analytics and marketing automation, creating lead nurturing through multi-channel marketing
- Created marketing funnels to increase brand loyalty and conversions
- Developed and executed an integrated online marketing B2C and inside sales B2B communications strategy to support corporate revenue goals and enhance brand awareness
- Established a call center and successfully integrated Salesforce CRM under the guidance of sales manager.
- Continued development of inside sales team creating online and email marketing sales leads with supporting drip campaigns through SalesForce

- Created 3 CBD Brands and 2 Cannabis Brands
- Website generating increased online monthly sale from \$0-\$300k in 8 months
- Rebranded AMA to increase 25% sales first 3 months.
- Created inhouse label printing department to save costs of 70%
- Expanded the marketing team from 1 member to 22, inhouse and remote

#### **Co-Founder: Digital Marketing, Branding & Development | Infused MFG: 2016 – 2016**

CannaHemp, CannaHemp Paws, CannaHemp X Line Online CBD Wellness Company

- Design & help create product line
- Developed and launched websites generating increased monthly sale from \$0- \$300k a month through loyalty program and drip campaigns.
- Developed Identity & Branding
- Created online sales funnels through network ads, contests and influencers
- Implemented Online Marketing plan including digital and social media
- Overseeing SEO, Google Analytics, Google Search Console
- Create Email Campaigns that increased online sales
- Help develop inside sales team – Created support through training, collateral and drip campaigns.

#### **Digital Marketing Director | The Mike Ferry Organization 2014 – 2016**

Professional coaching and training company providing individual and group coaching, live event seminars and audio/video training products that improve and enrich the productivity, profitability, and lifestyle of its clients.

- Provided creative vision for overall online brand strategy and site traffic plan
- Developed tactical marketing campaigns to increase lead generation, online sales, conversions and user experience
- Created digital sales funnel using latest digital marketing trends and techniques and metrics to track conversion
- Established performance metrics and deliver ongoing analyses of results, utilizing web analytics, Drupal stats, Microsoft Dynamics CRM and Click Dimensions
- Managed annual digital marketing budget including remarketing, SEM/SEO, Google Ad, etc.
- Hands on development using analytical and strategic processes to maximize multiple ongoing projects
- Led design for responsive email campaigns serving niche client base
- Spearheaded brand strategy for creative campaigns that support client acquisition and lifecycle management which increased email open rates by 15% and conversions by 10%
- Collaborated with Events department and executive management to develop and execute marketing campaigns for trade shows, conventions, conferences, seminars, sponsorships and other client- facing events helping to reduce event overhead costs by 30%
- Leadership of marketing graphics team to increase individual skills development and address training needs
- Established performance metrics and delivered ongoing analyses of results utilizing web analytics, in- house CRM and third-party email service provider resulting in a 200% increase in open rates and conversions.

#### **Brand Creative Manager/Senior UX Web Designer | Xseed Health & Nutrition: 2012-2014**

Startup network marketing company who delivers products to help people achieve a higher level of health and nutrition and a business opportunity which provides a turnkey work from home financial alternative.

- Developed and executed marketing collateral and campaigns to build business and grow sales and sponsoring efforts, including but not limited to brand management across all mediums, product guide/catalog, opportunity brochure and supplemental guides and sell sheets
- Conceptualized and led the brand direction for startup health and nutrition company
- Tackled concerns/issues such as mobile usability and responsive (cross-browser/cross- platform) design
- Hands on UX/UI web design, HTML5, CSS3, re-marketing and interstitial design
- Leveraged analytics and user patterns to fine tune UX solutions for higher conversions rates Approach
- Increased ROI through thoughtful conversion-oriented design and iteration
- Utilized knowledge of current web design trends and techniques including but not limited to web 2.0, HTML5, Bootstrap, responsive design, jQuery, JavaScript, Wordpress CMS, Adobe Creative Suite
- Created online marketing campaigns and site enhancement initiatives that met or exceeded KPIs, conversion, click-through and overall user experience by 150%

### **Internet Marketing/Social Media Manager | Passion Parties: 2008 – 2011**

International direct selling party plan company offering relationship-enhancing products and independent business opportunity promoted through in-home presentations and affiliate websites.

- Managing creative development of company websites from concepts through completion
- Managing email marketing - marketing strategy for campaigns, analyze metrics, landing page optimization\
- Developing social media strategy and branding
- Overseeing SEO, Google Adwords, Google Analytics, WebmasterTools
- Creating PowerPoint presentations utilizing animation, video web, and audio
- Managing corporate branding across all mediums – print, web, social media, events, training and workshops
- Directing new product launches
- Participating in strategic development of monthly trade magazine
- Creating and executing annual marketing/business plan including managing budgets, profit/loss and ROI
- Developed, produced, and managed various email marketing strategy and procedures including email retention marketing campaigns, retention marketing campaigns promoting new product launches, website features, and online promotions.

### **Senior Web Designer| Passion Parties: 2005 – 2008**

- Designed and maintained replicating affiliate sites
- Designing and developing proprietary invite (invitation) portal for affiliate use
- Designing and maintaining backend replicating web site system for consultants
- Designing various banners, flash, email marketing campaigns, weekly and monthly e-newsletters
- Implementing SEO practice
- Managing corporate online branding

### **Senior Web Designer | SkillSoft: 2000 – 2005**

- E-learning corporation that provides business to business solutions for employees.
- Design and launch brand development
- Design and launch corporate and .Net sites
- Design and launch collateral for corporate branding
- Directing launch of new product line
- Design and launch email marketing campaigns
- Communicating and integrating marketing strategies
- Sales support - created value for sales by developing and implementing marketing concepts
- Develop and communicate audience focus for all publications dispersed through all marketing communication materials
- Work with circulation manager to increase audience
- Tradeshows and promotional events

### **Senior Web Designer | National Association of Purchasing Management : 1996 – 2000**

Purchase managing training company that provides a first glimpse each month of manufacturing activity

- Work on development process for online training and education
- Communicating and integrating marketing strategies
- Design and development of corporate site, intranet sites, and online training site
- Assist in collaboration of developing online classes
- Work with circulation manager to increase audience

## **EDUCATION**

*Bachelor of Arts*, University of Phoenix, Tempe, Arizona – Major: Visual/Marketing Communications– 1998