

MARKETING / WEB CONTENT MANAGER

Creative, self-motivated, results focused web content manger with 18 years creating, marketing and designing websites along with online content and materials for a variety of markets, including social media and mobile. Seeking career opportunities to grow business and lead a team with data-driven marketing ideas.

EXPERTISE

- Web content management, web design, online marketing and social media.
- Online publishing, content development, content migration, proofreading, copy editing, copywriting, e-newsletters and e-mails.
- SEO, HTML, XML, PHP, CMS, Google Analytics, Adobe CQ5, Radian6, Hybris and WordPress.
- Adobe CS (Photoshop, Dreamweaver, InDesign and Illustrator). Microsoft Office (Word, Excel and PowerPoint).
- Proficient Windows, Mac, iOS and Android user.
- Experienced speaker - conferences, meetings and annual events.

PROFESSIONAL EXPERIENCE

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| June 2014 - August 2014 | Web Content Manager | NORTHSTAR LOTTERY GROUP, LLC www.illinoislottery.com |
| | | Short-term contract managing the launch of the new Lucky Day Lotto website. Managed daily content updates to the Illinois Lottery website including all press releases and winners gallery page. Tracked all analytics for web, mobile and tablet, deployed web marketing advertisements and developed copy and SEO for web pages. Responsible for all monthly new draw game and instant ticket game landing pages and development, worked closely with creative team to develop future instant ticket games and co-managed social media contributors. |
| June 2012 - April 2014 | Web Content Manager Web Copywriter | THE PAMPERED CHEF |
| | | Managed the launch and implementation of new website, edited website content and developed copy along with processing product images for online catalogs and web marketing materials. Worked closely with marketing and creative teams on workflow dynamics and managed the development of e-catalogs for multiple markets, designed the sitemap and website matrix for UX/UI architecture for new websites both on external public facing and internal consultant facing websites. Responsible for monthly mobile updates, special offers and maintenance including online recipe's database, recipe images and cookbooks for marketing and social media. Wrote all standard operating procedures (SOPs) for maintaining website, databases and image repositories. |
| Feb 2007 - Sept 2011 | Electronic Publishing Manager | AMERICAN BAR ASSOCIATION |
| | | Managed electronic publishing department, implemented website design to meet ABA style, designed new websites and microsites for future projects and consult with outside vendors. Exported print publications to web ready searchable content, supervised all online design and managed implementation of all website projects. In return increased yearly web traffic more than 35 percent; incorporating sales and marketing ads throughout website, cross branding and deep linking products to better increase user experience and visit lengths. Growing sales nearly 25 percent annually and helping open up new markets focusing on social media and mobile. |

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| 2005 - 2007 | Online Producer | TIME OUT CHICAGO |
| | <p>Launched the original Time Out Chicago website, managed online department, implemented website design, search engine and Blog. Performed day-to-day CMS operations for online version of the weekly 140+ page magazine, including marketing materials, creative collateral and ad banners. Making weekly reports regarding SEO, analytics and trending content. Oversaw the design and re-design of website, export of print magazine to web ready searchable content; supervised all online marketing and advertising campaigns along with online user subscription. Incorporated user tracking technologies for online subscriber usage and patterns for web marketing and sales strategies. Worked closely with investors, advertisers, partners and global offices to increase yearly return (ROI) using trending patterns from tools to plan new website UX/UI architecture, site redesign and search analysis to increase web traffic.</p> | |
| 1998 - 2005 | Electronic Publishing Coordinator | THE UNIVERSITY OF CHICAGO PRESS |
| | <p>Coordinated the online production of websites for all clients including The Astronomical Journal and The Astrophysical Journal. Built and maintained multi scholarly society websites, managed all website content, data conversion and images from print to web. Analyzed and trouble shot systems and applications, made updates as needed and implemented emerging technology.</p> | |
| 1997 - 1998 | Systems Administrator | ILLINOIS DEPARTMENT OF HEALTH LABS |
| | <p>Administered a Windows 95-based research laboratory system. Designed and troubleshoot multiple databases using Microsoft Access. Supervised Employee Training Center and instructed workshops for Windows 95, Novell GroupWise, Microsoft Office, Quattro Pro and Corel WordPerfect.</p> | |
| 1996 - 1997 | Lead Designer | SHIRTS OUR BUSINESS LTD |
| | <p>Managed the design and production of customer logos, images, and layouts in a Macintosh based design environment using Adobe Photoshop, Adobe Illustrator, and Macromedia Freehand. Responsible for all creative design, system support and administration.</p> | |
| SOCIAL | LinkedIn | www.linkedin.com/in/erchlvrns |
| EDUCATION | Columbia College, Chicago | B.A. in Multimedia, 1997 |