

**OBJECTIVE**

Lead a dynamic, goal-oriented team toward **fusing business with web.**

**POSITIONS HELD**

2006-Present

Gordon Food Service

**eMarketing Supervisor:** developed strategic go-to-market plan for initiating the GFS.com redesign and led a team in executing the project. Created custom extranet web presence that is usable by the entire sales force online or offline with flexible search interface.

- ▶ Lead a team of individuals across the business and IS that execute technology and content updates for all of our web presences.
- ▶ Currently leading a team charged with collecting over 30,000 images from 900 vendors to populate a new eCommerce platform. Project is ahead of plan and under budget.

2004-2006

Steelcase

**IT Admin:** led meetings between project leaders to discover synergies and improve processes, coded and design company intranets, facilitated communications between leadership and team members.

2005

Gerber

**SAP Training Consultant:** compiled and created training documentation to support the installation of SAP R/3 in the Gerber food plants.

2003-2004

CU\*Answers (A Credit Union Service Organization)

**Web Design Intern:** responsible for the design and maintenance of client web sites, company web site, and company intranet.

- ▶ Maintained over 20 client credit union web sites : <http://cuanswers.com>.

1998-2003

Meijer Inc.

**Supervisor, Office Manager:** managed service department with over 30 employees working at any given time. Provided strategic input to store director on how to better market regionally.

**TECHNICAL SKILLS**

- ▶ CMS: ATG Commerce, Autonomy TeamSite, Adobe Contribute
- ▶ Microsoft Office (Word, Excel, PowerPoint, Access, Publisher, Visio), Adobe Photoshop, GoLive, Illustrator, Dreamweaver, Flash, Fireworks; Programming: HTML, Java, JavaScript, Visual Basic, ColdFusion, Database management with Access, PHP, and MySQL

**EDUCATION**

2000-2004, BBA in Marketing & Information Systems Mgt, GVSU

- ▶ **Marketing, Marketing Research:** mastered the components of telling a compelling story to each segment, created research proposal & survey questionnaire for small business and presented findings.
- ▶ **Advertisement & Mkt Comm:** developed ad plans, produced radio and print advertisements.
- ▶ **eCommerce:** developed sites for small business customers after usability studies and several strategy meetings, provided designs as year-end deliverables.

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