COYOTE HOLMBERG

Avon, Ohio

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SENIOR DIGITAL MARKETING TECHNOLOGIST

WEB DESIGNER / DEVELOPER - WORDPRESS

Front-end developer supporting and bridging the gap between marketing and technology, business and engineering.

Synthesizing strengths in web design and development and digital marketing technology.

Expertise in standards-based website and email development and production, WordPress, cross-platform optimized landing pages, search engine optimization, and online content delivery and social media tools.

Demonstrated competencies:

- Web Design and Development
- HTML | CSS
- Media Queries | mobile optimization

- Standards Based Email Development
- Litmus | Email on Acid
- WordPress

- Creative Problem Solving
- SEO
- Process Improvement
- Divi Page Builder

PROFESSIONAL WEBSITE AND PORTFOLIO: https://www.coyoteholmberg.com

PROFESSIONAL ACTIVITIES AND ACHIEVEMENTS

"Email Markup That Doesn't Explode in the Inbox", Thinking Web: Voices of the Community, SitePoint, 2011. https://www.sitepoint.com/premium/books/thinking-web-voices-of-the-community

Designed and hand-coded a fan-site that won an international website design competition

PRESENTATIONS

Email: Trends and Predictions for 2019

The State of Email 2017: New Features, Updated Standards, and Evolving Best Practice

CSS Developers Conference – Takeaways and Insights 2017

Fast Track Email: Process and Toolkits 2017

Change Network Activities and Impact 2016

Innovations and Best Practices in Mobile Optimization for Email and Landing Page Design 2012

The World of Mobile Email 2011

Search Optimization 2009

Freelance Web & Email Designer & Developer   **2019-Present**
- Consult with clients to outline specific business needs and website and marketing goals, define requirements for design/re-design, features, and functionality
- Design / code B2B emails, set up and configure email and automation in the Creatio CRM Platform.
- Provide web solutions, design and develop B2C and non-profit web sites for conversion, including promotions, services, and ecommerce.
- Set up DNS, SSL, and hosting. Install and configure CMS platform and plugins
- Create custom WordPress themes and layouts
- Optimize for search, develop user-friendly architecture for navigation and site content.
- Customize, validate, and test to ensure maximum cross-platform and device compatibility.
- Ensure all work follows standards-based development, including ADA compliance for accessibility.

AMERICAN GREETINGS, Westlake, OH   **2007 to 2019**

Senior Digital Marketing Technologist, Marketing Team (2015 to 2019)
Develop, implement and manage technology products and platforms, support content and engagement marketing and social media teams. Promoted to newly created position.

- Maintained process excellence and best-in-class standards in email development and automation, marketing landing pages, SEO, social apps and content, and platform implementations.
- Provided Point of View to Marketing, Corporate and Web Engineering teams as Subject Matter Expert.
- Developed and implemented email production process and toolkit. Drove point on implementing mobile-optimized and standards-based practices in email development. Reduced email production and approval time 50%+ and saved 200+ hours per year. Enabled adding two new campaigns monthly.
- Led projects to optimize paid search and affiliate landing pages for SEO and current standards.
- Created custom and brand specific reusable templates in SFMC Exact Target to enable anyone to handle email production. Wrote documentation and provided training to associates and team members.
- Implemented and documented CMS platform options, led team in transitioning blog content to the Oracle Commerce platform, including SEO and accessibility optimization of content. The content launch that this supported received 5.5+M visitors, 80%+ were new and from organic search.
- Implemented a landing page workflow that improved production and approval time from a week to three days with cost savings of $30K+.
- Researched options for email testing and analytics. Led transition to new vendor at a lower price with more features for annual cost savings of up to $3.5K.
- Contributed to Social Media Marketing by adding in-house capability to build Facebook tabs with complex functionality including photo-galleries, photo-upload, and entry form to support product campaigns and promotions. Previously outsourced at a cost of $15-30K per tab.
- Proactively developed a new process for tracking tag implementation and QA that resolved an ongoing issue with revenue reporting. This provided increased confidence with our marketing partners and gave an annual cost savings of $10,000 in time spent on bug-fixing.
- Conducted quarterly security audit of WordPress plugins on all brand blogs, researched and provided POV and recommendation / approval on plugin selection and installation. Collaborated with Web Operations on blog setup and maintenance.
- Implemented and hand-coded redesigns for the flagship and brand WordPress blogs.

Senior Web Producer: Marketing Production, Interactive Teams (2011 to 2015)
Led team in front-end maintenance and development for high-traffic B2C websites, emails, blogs, and landing pages. Supported improved code quality, search optimization, better user experience, increased revenue, and the ability to bring diverse capabilities in-house, leading to significant cost savings.

- Led team in building and optimizing paid-search landing pages for mobile that drove increased subscription conversion rates of up to 300%.
- Contributed technical POV and implementation of SEO initiatives that drove lifts in relevant organic traffic by 30% + across the entire site.
- Contributed requirements and front-end markup on a cross-department project to design and build an in-house landing page CMS, including page creation and reporting functionalities. Tool replaced an outside landing page service for savings $150k+ per year.
- Initiated a collaboration between the development, Web Operations, and Quality Assurance teams to implement process improvements for production code updates. Reduced time of live bugs from an average of four-plus hours to under an hour. Resolving show-stopping issue preventing flagship website from being Google indexed and prevented loss of organic traffic revenue over a major holiday season.
- Championed a collaboration and workflow platform for the Marketing team production process. Resulted in savings of $25k per year and reducing bottlenecks and saved 300+ hours a year.
- Implemented multiple technical social media channel launches.
- Implemented mobile and SEO optimization and redesigns for multiple blogs and landing pages. Resulted in 350% increase in both daily impressions and viewers on Pinterest in week one alone.
- Created and maintained internal technical practices and process documentation to support departmental objective of creating a fully transparent and documented workflow and process.

Web Producer, Interactive Team (2007 to 2011)

Contract Web Producer (2007)

MY TECHNOLOGY PARTNERS, Haskell, NJ   **2006**
Information Technology Outsourcing and Consulting Agency

Web Design, Graphic Design, Website Administration (Remote)
- WordPress web design and development. Website project management, set up and configure website and email hosting, search optimization, and maintenance for over 30 B2B, B2C and academic sites.

Previous: **Production Controller** at **ACTIVE RESPONSE MARKETING, Technical Efficiency Specialist and Team Supervisor** at **DIALAMERICA MARKETING INC., and Charge Nurse at ARISTOCRAT BEREA HEALTH CARE CENTER.**

EDUCATION
BS, Information Systems, Web Design**,** Magna cum Laude, American College of Computer & Information Sciences, currently American Sentinel University, Distance Learning
BA, Social Work, Magna cum Laude, Cleveland State University, Cleveland, OH
Licensed Practical Nurse, Parma School of Practical Nursing, Parma, Ohio