



CONTACT

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EDUCATION

Rochester Institute of Technology, NY
B.S., Photographic Communications
Minor in web design
2000 - 2004

SKILLS

Adobe Photoshop | Adobe Illustrator
Adobe Acrobat | Adobe InDesign
WordPress | HTML | CSS
Microsoft Word | Excel | PowerPoint
Photography | Videography
Facebook | Instagram | YouTube
Constant Contact | MailChimp

EXPERIENCE

DIRECTOR, HOUSTON AREA CHAMBER OF COMMERCE

City of Houston, MN | 2016 - Present

- Website content management: houstonmnchamber.com and houstonnaturecenter.com
- Branding and marketing: Logo development, social media, print and online advertising, brochure design/development, monthly email newsletter
- Event planning & organizing: Taste of the Trail, Lawn Chair Concert Series, Farmers Market
- Committees: Root River Trail Towns, Houston County Tourism Taskforce, Houston County Workforce Advisory Committee, Southern Minnesota Tourism Association (Houston County Rep.)

WEBSITE DESIGN & MARKETING

Sweet 16 Farm | 2015 - Present

- Design, development, and management of sweet16farm.com
- Branding and marketing: Logo design, business card design, social media, print and online advertising, event organizing & planning
- Photography and videography

WEBSITE CONTENT MANAGER & WEBSITE DESIGN

Immunization Action Coalition (IAC) | 2006 - 2015

- Designing, developing, and managing IAC's two websites: immunize.org, and vaccineinformation.org (hosting on average more than 25,000 visitors/day) as well as a partnered website with Sanofi Pasteur: give2mcv4.org
- Skills: Content management, image handling, widget/graphics development, regular website updates and maintenance
- Assisting with IAC's weekly email newsletter, *IAC Express* (more than 50,000 subscribers)

CLIENTS

Dream Acres Farm | 2018 - Present

- 2018 events calendar for direct mailing

Prairie Island Campground | 2018 - Present

- Website design, development, and consulting services for prairieislandcampground.com

Bluff Country Financial Services | 2017 - Present

- Marketing consulting services and brochure development

Root River Trail Towns | 2016 - Present

- Logo development, print and online advertising, social media, event organizing

Sutra Global Imports | 2016

- Photographing and digitizing high-quality studio images for sales and promotional purposes