Allison
Leanne Smith

Web Development
Graphic Design
Email Development
Marketing Automation
Photography

Allison Smith
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Design Portfolio:
allisonleanne.com

Photography Portfolio:
allisonleanne.photos

My Hobbies

Softball
Photography
Traveling
Gardening
Home Improvement

My Education

2008 Associates Degree
Web Design & Development
Texas State Technical College

2006 Journalism Major
Editor of Student Newspaper
McLennan Community College

About Me

I was fully immersed in marketing, advertising, and media at an early age. I practically grew up in a family-owned and operated small-town newspaper, so marcom is in my blood. I chose to concentrate on the digital and online side of marketing and design beginning with an education in Web Design and Development with a side of Journalism.

My Work Experience

Contract Web Design Manager for Cisco Live
Crawford Group & Channel Impact
Nov 2016 - Present (8+ yrs)

- Website Design & Development: Design web pages and components; daily updates to web pages on multiple web properties in Wordpress and Adobe Experience Manager using HTML, CSS, and Javascript.
- Graphic Design: Design web graphics for social media and paid media, banners, emails, etc.
- Email Design & Development: Design, code and QA marketing and transactional emails for use in Eloqua, Marketo, Rainfocus/Sendgrid, and Outlook.
- Ticket & Project Management: Implementation and enhancement of Smartsheet for agile web ticket management and lead on managing, scoping, and delegating tickets.
- Customer Support: Monitor support inbox assisting site visitors with credentials, content, troubleshooting site issues or escalating as needed.
- Documentation: Manage web documentation in SharePoint.
- QA: Contribute to an exceptional customer experience through constant quality assurance of web pages, site navigation, copy, graphics and mobile experience. Assist with test cases for web projects.

Freelance Designer and Developer
Aeromancy Design
2006 - Present (17 yrs+)

- Web design, development, and management for small businesses.
- Print design for business cards, flyers, posters, handouts, and booth graphics.
- Graphic design for infographics, banners, and ads.
- Brand identity design including logos, color palettes, and style guides.

Digital Marketing Manager / Marketo Consultant
The Pedowitz Group
Jan 2016 - Oct 2016 (10 mos)

Marketo

- Marketo Certified Expert
- Designed and sent internal emails in Marketo
- Reported on email, landing page, and conversion performance

Wordpress

- Implemented new functionality on website
- Ensured web pages and blog posts were SEO optimized
- Managed integration of WP with Kapost and Libsyn
- Created custom resource center in WP
- Managed plugin installation and customizations

Marketing Automation Manager / Web Operations Lead / Web Designer
Planview
Oct 2008 - Jan 2016 (7 yrs 4 mos)

Marketo Experience

- Implemented a subscription center in Marketo
- Led migration from Eloqua to Marketo in Sept 2015
- Heavily involved in implementation of Marketo in March 2014
- Attended the Marketo Marketing Nation Summit in April 2014
- Involved with integrating Marketo with Salesforce, Wordpress, GoToMeeting, and Perkuto Digesto
- Set up channels and scoring using tokens
- Created Forms 2.0 forms with Custom HTML and Progressive Profiling
- Created segmented snippets for use in email headers and footers
- Trained North American and German team
- Coded responsive landing pages
- Coded responsive email templates that use snippets
- Segmented lead database
- Created and QA'd Marketo programs
- Created smart campaigns, smart lists
- Cleaned up and kept the Marketo environment organized
- Assisted team members with any questions or issues with Marketo

Web Experience

- Created wireframes and mockups for web pages and features
- Coded front end web interfaces using HTML5 and CSS3
- QA of web updates and new features
- Resolved cross browser issues

- Ensured version control using Beyond Compare, Tortoise SVN, and Github
- Utilized Global Web CMS
- Took lead on SharePoint design and code projects
- Social media site updates including blogs and Facebook

Graphics Services

- Led print design efforts for annual customer event (signage, conference guide, name badges, etc.)
- Designed and updated collateral using Illustrator and InDesign
- Photographed customer events
- Created and edited presentations in Powerpoint

Project Management / Process

- Followed team processes and suggested improvements
- Scoped and documented task level work
- Communicated with stakeholders to clarify work details
- Effectively used Agile, Projectplace, and Kanban boards to manage work status

Documentation

- Created graphic design documentation such as web style guides as needed in SharePoint and Wordpress
- Created detailed monthly graphs in Illustrator

Web Administrator / Graphic Designer
Progressive Media Communications, Inc.
Jan 2003 - Oct 2009

- Worked with the newspaper's existing website CMS, Xigla AbsoluteNM, and eventually converted it to Joomla and then Wordpress
- Posted articles, photos, and made other weekly website updates
- Created web banner ads
- Created print ads for the newspaper and the advertising section called the Bosque Globe
- Designed special section cover pages
- Helped with photography
- Involved in bookkeeping and helped with invoice/statement creation, input payments received, printed labels, and updating mailing lists