|  |  |
| --- | --- |
| Spencer J. Winegardenspencer@winegarden.org | 7007 S. Kewaunee Ct.Aurora, CO 80016(303) 596-3007 |

**PROFESSIONAL SUMMARY**

Modern, forward-thinking UI Designer with two decades of experience and consulting with high-profile companies to improve the user experience. Always seeking creative challenges in marketing, content management, and web development roles.

|  |  |
| --- | --- |
| **SKILLS**\* HTML\* CSS\* Content Management Systems (CMS)\* Email marketing\* Digital marketing**FAMILIAR WITH**\* PHP\* JavaScript\* JSP\* jQuery**LEADERSHIP**\* Senior Adobe CQ component designer at TWC\* Web Marketing Manager/Content Specialist at First Data\* Senior Web Producer at Harland Financial Solutions\* Senior Content Specialist\* Senior Email Marketing Specialist | **COMPUTER & WEB APPLICATIONS**\* Adobe CQ5 CMS (Adobe AEM)\* SugarCRM\* WordPress/Drupal\* Adobe CS - DreamWeaver, Photoshop, Illustrator\* SASS/GRUNT\* Agile/Scrum Methodology\* Sublime Text (editor)\* Magento eCommerce CMS\* Adobe SiteCatalyst (Omniture)\* Tealium Tag Manager\* Tortoise SVN\* Eloqua 9/10\* BoldChat\* BrightCove Video Hosting\* SQL Server Enterprise Manager\* All Microsoft Windows OS’\* UNIX and Linux OS’\* *vi* editor |

**WORK EXPERIENCE**

**Panther Industries, Inc.** – Highlands Ranch, Colorado

Marketing Manager / Web Developer - 9/2015 - Current

*Responsibilities*
Day to day maintenance, updates, and additions to the company website (www.print-n-apply.com). Primary contact for all Marketing initiatives including print, social media, web, and trade show environments. Primary IT contact and on-site web developer. Responsible for planning of marketing objectives with the Vice President to facilitate company growth and online exposure to the manufacturing, labeling and warehousing industries.

*Accomplishments*

* Coordinator, designer and project owner of all tradeshow activities including booth layout, marketing material design and all logistics pertaining to show booths ranging from 100 sq/ft to 2000 sq/ft in size
* Re-launched Panther Industries website within 4 months of joining the company utilizing HTML, CSS and JavaScript and focusing on responsive design
* Redesigned company brochures to facilitate new direction in marketing to Panther’s customers using Adobe CC products
* Developed in-house email marketing strategy to grow Panther’s customer base with tools such as ConstantContact and SugarCRM
* Responsible for all Social Media communications utilizing Hootsuite
* Collaborated with vendors and partners for cross-marketing efforts
* Responsible for production, maintenance and curation of company videos and YouTube channel with software such as Adobe Premier
* Migrated company off Microsoft Exchange to Office 365 cloud solutions
* Researched, implemented and administered a SugarCRM solution for the Sales team

**Time Warner Cable** – Denver, Colorado

Senior Web Developer / Responsive Designer - 4/2014 - 7/2015

* Coordinated with systems partners to finalize designs and confirm requirements for Adobe CQ (AEM).
* Provided continued maintenance and development of bug fixes for existing web components.
* Designed strategic plan for component development practices to support future projects.
* Consistently met deadlines and requirements for all production work orders.
* Primary designer for component design for all Time Warner Cable Business Class needs.
* Work with marketing and content owners on user experience and design of mobile responsive components for CQ5.
* Utilize GRUNT and SASS processes for all CSS implementation.
* Worked within Agile/SCRUM methodologies.

**Syntes Language Group, Inc.** – Greenwood Village, Colorado

AEM & Adobe CQ Consultant – 12/2014 – 3/2015

Short-term consultant for a translation company doing work for AT&T. I was the primary contact between Syntes and the agency hired by AT&T tasked with getting Adobe CQ up and running for translation of several key websites into 8 different languages. I worked closely with Syntes employees and the agency to kick-start the content management process and to help both parties understand their specific responsibilities within Adobe CQ. I worked closely with the agency to ensure components were designed to spec and met the needs of AT&T and Syntes. Additionally, I worked directly with Syntes employees to facilitate training on the CMS and how to populate content as well as assisting with the content population.

**First Data Corp.** – Greenwood Village, Colorado

Marketing Web Developer/Manager - 2/2012 - 4/2014

* Part of the Marketing Department to manage all First Data websites and sister sites including Star.com, MoneyNetwork.com and ~250 ancillary web sites utilizing Adobe CQ, Magento, WordPress and static HTML/PHP.
* Used Eloqua Systems for email, landing page and microsite creation and form submission data gathering.
* Work with vendors for PPC, SEO and other marketing analysis procedures utilizing Adobe CQ and Adobe SiteCatalyst.
* Coordinated with systems partners to finalize designs and confirm requirements.
* Conceptualized, planned and executed original designs for a wide range of Website properties.
* Communicated neutrally, empathically and comfortably with team members, clients and customers.
* Used site analytics and metrics to define and monitor success.
* Used and contributed to style guides and other design documentation to maintain coherent information and interaction design patterns.
* Informed department of current interaction design patterns and trends.
* Identified and reacted to risks to team's ability to deliver on projected launch dates.
* Identified and eliminated website bugs to improve the user experience.

**Harland Financial Solutions – Cavion –** Englewood, Colorado

Web Developer/Implementation Specialist - 10/2007 – 2/2012

* Coordinated with systems partners to finalize designs and confirm requirements.
* Developed and implemented complex Internet and Intranet applications on multiple platforms.
* Provided continued maintenance and development of bug fixes and patch sets for existing web applications.
* Work with the Implementation Specialists to build Internet Banking sites including the installation of products such as Business Banking, Check Imaging, Account Alerts, Secure Member Messaging, Mobile Banking, etc.
* Work closely with the Account Directors and other Professional Services teams to complete tasks for clients
* Create, process, test and deploy Custom Applications and Secure Message forms for clients
* Help to maintain, update and revise client-banking websites
* Assist in completing tickets with client requests and enhancements for Internet Banking systems
* Created training and process WiKi’s for the Professional Services department to outline day-to-day tasks
* Revised multiple “generic” online applications to use updated HTML 4.0 code including CSS 1 and 2

**Quris, Inc**. – Denver, Colorado

Senior Content/Media Production Specialist - 8/2004 - 6/2007

* Worked closely with the Creative Services, Quality Control, Campaign Management and Account Services departments on all aspects of email campaigns and projects.
* Creative design and development of e-mail marketing campaigns
* HTML/CSS streamlining for email delivery
* UNIX build for internal and external (client) email proofs
* Workflow manager for product/campaign life cycles.

**EDUCATION**

|  |  |
| --- | --- |
| **Fort Lewis College**AACSB accredited: Durango, CO(American Assembly of Collegiate Schools of Business)Marketing Major, 9/1994 - 5/1998Degree: Business Administration in MarketingGraduation: 5/1998 | **The Metropolitan State College of Denver**Internet Marketing and HTML6/1997 - 8/1997 |