

Samantha Gilbride

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Qualifications

- Accomplished Front-End UI & UX Designer, Web Content Admin and Graphic Designer with special expertise in Kentico, SDL Tridion and Adobe Creative Suite.
- Real world exposure to the advertising, publishing, marketing, photography, pre-press, manufacturing, retail, sales and customer service industries.
- A strong talent for marketing, project coordination, effective communication and taking care of the details with savvy front-end design and UI / UX skills.
- Energetic solution maker, electronic geek with coding abilities that is familiar with environments where deadlines and multi-tasking are the norm.
- Demonstrated ability to work productively as a part of a global team or as a self-directed and accountable independent contributor.

Competencies & Technical Skills

Core Competencies

User Experience & Usability	★★★★★
Front End Design	★★★★★
Wireframing	★★★★★
Content Management & Administration	★★★★★
Research	★★★★★
Communication	★★★★★
Branding	★★★★☆
Digital Marketing	★★★★☆
Project Management & Coordination	★★★★☆
Creative Thinking	★★★★☆
Google Analytics / SEO	★★★★☆
Problem Solving	★★★★☆
Front End Development	★★★★☆

Technical Skills

Kentico	★★★★★
Photoshop	★★★★★
Illustrator	★★★★★
InDesign	★★★★★
SDL Tridion	★★★★☆
HTML 5	★★★★☆
CSS 3 & Foundation	★★★★☆
SASS	★★★★☆
WordPress	★★★★☆
SquareSpace	★★★★☆
JavaScript	★★★★☆
Dreamweaver	★★★★☆
Big Commerce	★★★★☆
Debugging & Troubleshooting	★★★★☆

Experience

Pure Illuminations
Cleveland
Ohio

CEO; Contract Web Developer and Graphic Designer, Marketing Consultant & Photographer

01/1998 – Present

Specializing in Graphic Design, Website Design and Development, SEO, Photography and Marketing services with over 15 years of experience. Accomplishments include, photographing, databasing and creating an e-commerce jewelry store on the Big Commerce platform using Photoshop, Lightroom, and Excel, book layout using InDesign and successfully creating and maintaining several websites for small businesses using Wordpress, SquareSpace, Bandzoogle, DreamWeaver, Google Analytics, Dev Consoles, HTML & CSS.

- Website design and development including content management, e-commerce, maintenance, email marketing & SEO / SEM.
- Graphic design with including magazine layout and production, retail advertisements, catalogs, annual reports, signage, books, business cards, brochures, logo creation and other collateral materials.



Experience

- Photography for commercial or personal needs. Everything from events to product shots.
- Marketing and Analytics to increase customer base, service and volume utilizing social media, print and web tactics.

Clients (past and present): *The City of Cleveland, Batuqui, City Buddha, Wayne B. Chandler, Moises Borges, and Patricia Shelden*

Automated Packaging Systems, Inc.
Streetsboro
Ohio

Front End UX Designer and Web Content Administrator

02/2014 – 12/2018

Redesigned and developed 110–page website in 7 major languages and 60 microsite foreign language pages which went live in November of 2015 on the Kentico enterprise platform using DreamWeaver, HTML, CSS (SASS) and Photoshop for comprehensive visual mockups. Site traffic and leads doubled as a result of the redesign. Assisted the project manager and worked with 3rd party developers and vendors to ensure the scope of the project was completed correctly and efficiently within Kentico.

- Administered, designed and updated all content, forms, landing pages and tools for all 7 websites and 60 global microsities in their respective languages in the Kentico platform.
- Worked with our 3rd party developers and vendors to manage larger projects to completion and guide them in the development of new tools or updates to existing tools for customers to utilize. This included a 40,000 cell Excel file used yearly to update a solutions tool on the site.
- Assisted in the set up and utilization of Google Analytics, Search Console and Tag Manager to provide corporate and product management with information on KPI's.

GE Lighting (Contract thru Experis IT)
Cleveland
Ohio

SDL Tridion Consultant / Global Web Content Editor

04/2013 – 12/2013

Accomplishments included completing the first phase of translating and activating the Canadian French website using SDL Tridion and its inheritance properties and successfully transferring over 300 product pages to the SDL Tridion environment from another GE Lighting website.

- Created and managed web content in SDL Tridion for the North American GE Lighting Professional and Consumer websites.
- Collaborated with a global team of content editors, developers and product managers to keep content up to date on a monthly basis and SEO optimized using Google Analytics.
- Worked with SDL Tridion Developers to create new front–end components within SDL Tridion for a better user experience.

GIE Media, Inc.
Cleveland
Ohio

Advertising Production Coordinator

02/2003 – 04/2011

Successfully acquired, tracked and placed over 200 ads each month with a 99% rate of accuracy for correct printing and successful runs on the websites.

- Created and / or edited advertisements in InDesign, Photoshop & Illustrator for print and web, general database management and pagination of magazine issues.
- Acted as the point person for the Production Director, Publisher, printer, sales staff, advertiser's, agencies & editors. Built strong relationships with each advertiser and ad agencies to help develop the GIE Media brand and reputation.



Education

Cuyahoga Community College
Cleveland
Ohio

Web Design

Completed courses in HTML, CSS, Flash ActionScript and Programming Logic

The School of the Art Institute of Chicago
Illinois

BFA

Majored in Photography and Painting while completing required curriculum in all mediums.

Lynda.com Courses

Web Marketing

Google Analytics Essential Training – 2016
Advanced Google Analytics – 2017
Google Analytics Tips – 2017

Ongoing Education

Relevant Training

Communicating with Impact – Certificate of Completion received 7/30/2015.

Writing Advantage – Certificate of Completion received 9/24/2015.

Effective Meetings – Certificate of Completion received 3/17/2016.

7 Habits of Highly Effective People – Foundation – Certificate of Completion received 8/9/2017.