

Ange Speed

Marketing leader, Brand Strategy for UX Design & Development
<https://dallasange.com> (UX portfolio)

EXPERIENCE

Procter & Gamble, Remote — *Marketing Contractor*
MARCH 2022 - PRESENT

Under Vertex Computers, I am placed as the SPOC marketing manager for UX design and development for dot com websites for many National brands.

Signet Jewelers, Dallas TX — *Web Photo Retouching*
NOVEMBER 2022 - MARCH 2022

After Job elimination, I worked freelance in the photo studio managing the retouching of photography for the web, ensuring consistent photo standards.

Signet Jewelers, Dallas TX — *Sr Web & Design Manager*
NOVEMBER 2011 - OCTOBER 2022

Managed a team of Developers and Designers to create and implement Promotional content for multiple web channels including website, social, email, and banner advertising.

Speedsoft, Dallas TX — *Agency Creative Director*
APRIL 2000 - OCTOBER 2011

Managed a team of Developers and Designers to create custom Brand strategies, DTC websites with custom CMS integrations, social, email, and banner advertising.

EDUCATION

Tarleton State University, Stephenville TX — *Bachelors*
GRADUATED MAY 1993

Focused on Technical Writing, Graphic Design, & Art.

Digitrain, Dallas TX — *Certified in HTML5 & CSS3*
OCTOBER 2013

Modern web design for responsive we and Application Development concentrating on user experiences.

PROJECTS

Zales Jewelers — National DTC Website

UX design and Development for promotion and site integrations utilizing SAP CMS. Design and develop email following heavy promo calendar using Sailthru CMS, and social creative utilizing cross platform marketing using Curlate. Managed the team including many other international brands.

Airia Smart Scent — *National Febreze Brand*

Bringing UX design to the web utilizing BigCommerce CMS, Retention Science, and Google optimize for A/B testing to research what resonates with the consumers. Team works as a Lean startup.

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SKILLS

Marketing Strategy, Brand Management, Omni channel planning, promotional calendar, creative briefing, creative review, customer journey

SYSTEMS

Figma, Sketch & XD (UX design & dev-prep).
Photoshop, Illustrator, Premier Pro (design, vector, SVG, video editing, and photo retouching).
Visual Studio Code & Dreamweaver (Development).
Asana, JIRA, and Workamjig (Project Management).
Powerpoint (Presentations).

Website CMS':

SmartEdit
Hybris
BigCommerce
GSI Remote Tools

Email CMS':

Sail Thru
CheetahMail
Retention Science

A/B Testing & Analytics:

Google (Optimize/GTM)
Retention Science

Languages

HTML5
CSS3
Javascript
Handlebars
API CLI

Social Media:

Meta Business Console (for FaceBook and Instagram)