

Elizabeth Butler

lizbutler.oregon@gmail.com ♦ 541.218.0270

web and print steward of brand and marketing initiatives

education

Associates Degree
General Studies

Certificates in:
Web Development, Web
Design & Adobe Applications
Rogue Community College
June 2016

Certificate of Digital
Graphics Design
Rogue Community College
June 2001

know-how

Apple & Windows
platforms, Dreamweaver,
Photoshop, Illustrator,
Quark, InDesign, Flash,
Google Apps, Microsoft
Office. PHP & MySQL,
html5, CSS, blog and social
networking platforms, open
source CMS.

goals

Keep current with design
and web applications, web
standards and marketing
trends; implement
measurable, dynamic
and content-rich websites
through CMS data-driven
platforms, html, CSS and
graphic design

work experience

**HERB PHARM: Website Manager; Marketing Project
Coordinator**

April 2000 - December 2014

Managed direction from multiple supervisors and coordinated many projects to effectively ensure metrics were met and flow of information was current and relevant.

- ♦ Website design, development, maintenance and upgrades for the public and proprietary sales resource websites (Drupal)
- ♦ Directed contract programmers with prepared requirements for custom website and e-commerce functionality (Ubercart and osCommerce)
- ♦ Styled and managed product-specific Online Learning Modules for stores and sales reps. (Dokeos)
- ♦ Managed and reported on Google Analytics and Adwords using Webmaster Tools
- ♦ Help desk for online store customers and sales resource sites
- ♦ Initiated, styled and managed blog (Wordpress), created and adhered to editorial calendar – combined with social media profiles, posts and communications and promotions
- ♦ Label design and updates that ensured regulatory compliance
- ♦ Production product images; photographic support for web and print campaigns
- ♦ Email campaign generation and subscription management
- ♦ Content editor; promotional materials handler
- ♦ Attended trade shows; assisted in creating graphics for booth construction and marketing collateral.

eLIZZYB-DESIGNS: Owner & Operator

January 2001- Present

Web and print strategy and implementation

Responsible for:

- ♦ Customer, contractor and vendor relations and consulting
- ♦ Web design and development; online store development
- ♦ Logo design, graphic design, digital photography
- ♦ Social networking strategy and implementation