

education

Master of Liberal Studies, Concentration in Art, Literature, and Culture
June 2016, University of Denver, Denver, CO

Bachelor of Fine Arts, Concentration in Graphic Design
Minor in Business Administration and Art History
May 2009, Colorado State University, Fort Collins, CO

HubSpot Inbound Certified, HubSpot Email Marketing Certified

skills

Experienced in HubSpot, Digital Marketing, Inbound Marketing, Remarketing, and Branding
Adobe Creative Suite, Final Cut, and Video Post-Production
ActionScript, HTML, XML, CSS, JavaScript, Website Design and Maintenance
Constant Contact, Wordpress, Google Analytics, Social Media Marketing, Blogging, Adwords
Photography, Digital and Print Design
Digital, Group, and One-on-One Training
Microsoft Office, MBS Systems, FileMaker Pro, Convio, Rasiers Edge, Schoolwires, Blackboard

experience

Digital Marketing Manager

Sielo (Formerly Terralux), Longmont, CO
November 2016 - August 2017 (Company Dissolved)

- Lead, plan, create, and manage all digital marketing efforts across the country including Hubspot workflows, lead generation, lead scoring, remarketing, email marketing, social media marketing, and more
- Integral in rebranding company with new name, logo, digital presence, and marketing materials
- Create and implement comprehensive company brand standards
- Manage and maintain Sielo website and social media marketing
- Plan, create, and execute comprehensive multi-channel B2B and B2C marketing campaigns
- Measure marketing ROI and adjust objectives accordingly
- Plan and design all tradeshow and promotional assets
- Work closely with sales team in nurturing Marketing Qualified Leads and passing on Sales Qualified Leads
- Report regularly on marketing and branding efforts to executive team
- Work with Product Marketing team to create value proposition messaging and materials
- Produce and shoot informational and marketing videos for digital distribution
- Write and edit press releases regularly

Assistant Director of Communications

Westminster Public Schools (Formerly Adams County School District 50), Westminster, CO
September 2012 - November 2016

- Work with Communications team to rebrand school district with new logo, colors, website, marketing materials, mobile app, and more
- Work with team to develop traditional and online marketing strategies for district as well as individual schools
- Manage, maintain, and update school district app
- Work with Technology team with data integration in communication tools
- Act as spokesperson for school district to local press in difficult situations
- Aid Chief Communications Officer in CORA / Open Records Requests
- Present new communications technologies to Superintendent and Board of Education
- Plan, create, and conduct training for staff across the school district



BFA



MLS



experience *(continued)*

- Involved in interviewing and hiring process for the Communications department
- Continue to maintain duties of Web Content Manager

Web Content Manager (Promoted to Assistant Director of Communications at Westminster Public Schools)

- Manage, maintain, and design District 50 and individual school websites
- Social Media Marketing for entire district including all schools
- Work with Chief Communications Officer in writing and organizing semimonthly newsletter
- Develop digital and print marketing materials
- Take photos and create videos for district websites and newsletter
- Organize and aid in planning special events within district
- Utilize Blackboard Connect to send out alerts to parents, students, and staff
- Write, produce, and / or edit videos for use in marketing and public relations

Director of e-Marketing and Web Technology

The Adoption Exchange, Aurora, CO

May 2011 - September 2012

- Manage website for all offices of The Adoption Exchange including posting classes, registration, as well as fundraising events, donation forms, and content as requested
- Supervise the Data Department & work closely with data connection between Convio and Raisers Edge databases
- Design fundraising materials including brochures, postcards, emails, and webpages
- Propose, execute, and evaluate online marketing campaigns and strategies
- Create and manage Web and Data Department budgets
- Report, analyze, and set goals for online traffic using Google Analytics
- Manage all online transactions and create online financial reports monthly
- Manage and maintain Executive Director's blog using Wordpress
- Assist in creating graphics and online media for nationwide telethon

Graphic / Web Designer / Marketing

Freelance and Contract

July 2010 - May 2011

Web Administrator / Web Designer

National Center for Craftsmanship, Fort Collins, CO

June 2009 - November 2010

eCommerce Merchandise Coordinator, Marketing Designer

Colorado State University Bookstore, Fort Collins, CO

2002 - 2009

accomplishments

Winner of *Colorado School Public Relations Association (COSPPRA)* Award of Excellence in photography, web design, and print design in 2012, 2013, and 2014

Published poet

Fine Artist and Photographer



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van loucks

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