

Heather Clark

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ACHIEVEMENTS

- Successfully brought a six-figure website redesign and content migration project in on time and budget, accomplishing a seamless experience for site users along with significant technical improvements. Increased interdepartmental collaboration.
- Led a process improvement project that resulted in 60% savings on each promotional email sent.

WORK HISTORY

Weno Webdesign

Owner / Freelancer

1997-Present

Cooperatively manage a small website design and development company on a part-time basis:

- Create and manage websites, primarily using WordPress.
- Responsible for account management, project management, requirements analysis, documentation, and administrative functions.
- Handle design/styling/theming, system configuration, search engine optimization, usability/accessibility testing and analytics.
- Consult with clients on marketing, process improvement, vendor, software and hardware selection and support. Provide training.

Alliant Energy

Senior Web Communications Manager

April 2010 - March 2012

Web Communications Manager

October 2005 - April 2010

Held overall responsibility for external corporate websites and email marketing:

- Managed web development projects from inception to implementation.
- Formulated corporate web strategy, led web governance team, created guidance documents and enforced standards.
- Created, revised and reviewed content for corporate websites. Trained CMS users and created content style guide.
- Determined web analytics requirements and measured performance.
- Participated in solicitation and technical evaluation of vendors and applications; managed ongoing vendor relationships.
- Performed business analysis, including creation of spec docs and test plans.
- Handled creation, testing, mailing and tracking of email marketing campaigns.
- Advised on social media, web marketing and advertising efforts.
- Allocated staff resources; assisted with hiring and evaluation of staff.
- Conducted competitive analysis; researched and recommended new technology.

Web Business Analyst

June 2004 - October 2005

Assisted with internal and external corporate websites and email marketing campaigns:

- Authored business requirements and specification documents.
- Created mockups and wireframes.
- Determined web analytics requirements and measured performance .
- Supported and trained internal clients on the use of content management system.
- Created and implemented test plans.
- Prepared system documentation and manuals.
- Created and revised content for corporate web sites.

Waldorf College

Webmaster

November 2002 - June 2004

Produced and maintained every aspect of Waldorf College's website:

- Designed and constructed interactive web pages and applications. Trained others on their use.
- Served as primary writer for web materials.
- Tested website across multiple platforms, browsers and devices; optimized site for search engines.
- Enforced web standards and practices to ensure site accessibility.
- Constructed and sent emails for college promotions and activities.
- Coordinated digital photography, created graphics and manipulated images.
- Researched, recommended, and developed new technology.
- Supervised and advised student workers and interns.
- Prepared monthly web analytics reports.

Director of Web Services

March 2001- November 2002

All duties as described in the position above, as well as the following:

- Wrote all college press releases and handled media relations.
- Planned yearly budget and work plan for department.
- Co-managed an administrative assistant and sports information director.

Gazette Communications

Intra/Internet Designer

October 1998 - March 2001

Designed, produced and maintained client and corporate web pages:

- Designed and coded web pages.
- Wrote and edited web site copy.
- Managed web development projects and delegated technical responsibilities.
- Communicated with and met clients; provided technical support and consulting.
- Created animated graphics and banners; produced other graphical elements.

EDUCATION

2004 Bachelor of Arts, magna cum laude honors

Waldorf College, Forest City, Iowa, USA

Major: History-Political Science

Minor: Humanities

2002 Associate of Arts

Kirkwood Community College, Cedar Rapids, Iowa, USA

Major: Communications Media/Public Relations

1996 High School Diploma, graduated with honors

Woden-Crystal Lake-Titonka High School, Crystal Lake, Iowa, USA

CERTIFICATIONS

Google Fundamentals of Digital Marketing 2019

Certified Lean Six Sigma Green Belt 2009

TECHNICAL SKILLS / SOFTWARE KNOWLEDGE

Social media: Facebook, Twitter, Pinterest, Instagram, YouTube, Canva, Hootsuite

Web content management systems: WordPress (including WooCommerce), Drupal, Stellent / Oracle Universal Content Server, Peoplesoft Portal, SharePoint

Analytics: Google Analytics, Piwik, WebTrends

Email marketing: Vertical Response, MailChimp, Email on Acid

Graphics design: Canva, Gimp, Adobe Creative Suite

Project management/communication: Slack, Trello, Discord

Programming/Markup: HTML, CSS, XML, with some JavaScript, PHP, MySQL, SQL

References available upon request.