



NANCY GOODMONSON

www.nancygoodmonson.com
info@nancygoodmonson.com
312-733-3718

Skills

Technical

HTML5, CSS3
JavaScript, JQuery
WordPress
Adobe Illustrator
Photoshop
InDesign
Dreamweaver
Animate, Acrobat
Microsoft Word, Excel
PowerPoint, Publisher, Access
Audio/Video editing
Quickbooks
PC and Mac OS

Development

Site administration, FTP
Ecommerce
Responsive Email
SEO, Google Analytics
CMS, LMS
Social media
UX/UI

Design

Typography
Color Theory
Grid Structures
Wireframes
Print and Web
Photo styling

Business Administration

Analytics
Collaboration
Negotiation
Presentation
Project Management
Marketing

Experience

Universal Orlando, Orlando, FL

July 2018 - present

HTML Email Developer

Develop, code, test & deploy responsive emails to over 25 million contacts utilizing Salesforce Marketing Cloud/Exact Target, Unica, & Acoustic/WCA

Code, build, test, modify templates ensuring design brand consistency
Create, implement dynamic content for B2B and B2C campaigns
Collaborate with CRM, Strategy, Targeting and Global Marketing Analytics teams & management to ensure best practices, deliverability and high conversion rates

Encsite.com, Orlando, FL

Dec 2014 - June 2018

Front-End Web Developer, Web Designer

Design & develop responsive websites and emails in HTML5, CSS3, & JS
Skilled in WordPress and Bootstrap development
Manage and deliver high-quality, creative projects under budget and ahead of schedule
Experienced in client and vendor negotiations, project management, and marketing

Creative Circle, Fort Lauderdale, FL

Oct 2016-Mar 2017

Web Developer, Web Designer, Email Coder

Design and code responsive emails using HTML, CSS
Front end development in HTML, CSS, JavaScript, JQuery, and WordPress
Design print and web marketing materials in Adobe CC

Woody Associates, Inc., York, PA

Mar 2014-Aug 2016

Office Administrator

General admin, invoicing, customer service, database development
Improved SEO for website, web development in HTML, CSS, and Wordpress
Developed and implemented social media marketing

PACE Center for Girls, Fort Myers, FL

Oct 2010- Dec 2013

Lehigh Acres Middle School, Lehigh Acres, FL

Nov 2007- June 2009

Educator, grades 6-12: English, Reading, and Social Studies

Education

The Art Institute of York, PA - 2014

Diploma: **Web Design & Development**

University of Wisconsin, Madison

B.A. Majors: **English Literature and History**