

SARAH E HEINEMANN

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PROFESSIONAL HIGHLIGHTS

- Experience creating content for websites, blogs, forums, and mobile applications.
- Developed, documented and implemented a repeatable process to create mobile web landing pages through WordPress.
- 14 years of frequent Photoshop use plus experience with Dreamweaver, Illustrator and InDesign through Creative Suite 5.5.
- Gladly met the challenges of diversification in various professional roles and industries.
- Exceptional work ethic, ability to effectively collaborate with team members and strong desire to build upon current skills as well as gain new ones.

EMPLOYMENT HISTORY

FUNMOBILITY, INC. • Pleasanton, CA. January 2009 - May 2013

Content Marketing Manager, 2013

Managed the flow of marketing content including videos, web copy, white papers, ebooks, and blog articles. Wrote copy, developed creative assets for and posted blog articles to blog.funmobility.com. Assisted in the team effort of corporate website evolution by writing copy, editing pages, creating and adding graphics, plus styling sliders. Also continued duties from previous Professional Services position.

Project Manager, Professional Services, 2012 - 2013

Created graphics, edited code and setup Google Analytics for several mobile web landing pages used to facilitate mobile app downloads. Developed and implemented a repeatable process for landing pages to be generated in WordPress. Created high quality, branded PowerPoint presentations as sales collateral. Supported the Professional Services team with mobile client needs as required.

Community Manager, 2009 - 2012

Community Assistant, 2009

Approved photos and moderated chatrooms for several mobile social communities. Recommended for and promoted to Community department head by the former manager. Managed all online mobile communities with ~10K users including merchandising, user engagement and brand evangelism. Created a collection of Blackberry UI assets based on given specifications.

MASON STREET PRODUCTIONS • San Francisco, CA. January 2009 - August 2010

Web and Graphic Design Intern

Managed and performed troubleshooting on the existing Mason Street Productions website as well as designed and developed the next generation site. Created graphics, wrote or edited code and performed various other functions through the FTP connection or CMS portal as well as domain management.

A more expansive history, 2010 through 1997, is available upon request.

SKILLS SUMMARY

- HTML & CSS
- WordPress (CMS) & FTP
- Social Media
- Graphic Design
- Illustration
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe InDesign
- Microsoft Powerpoint
- Computer Savvy
- Fast Learner
- Detail Orientated
- Good Communicator
- Team Player

EDUCATION

Bachelors of Science in Graphic Design: Emphasis in Illustration/Animation, May 2001.
San Jose State University, San Jose, Ca

Program courses focused on graphic design principles, typography, editorial and conceptual illustration in various media, visual development, as well as the principles and development of cel animation.