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SUMMARY –

- 17 years experience as a Back-end and Front-end UX Web Designer, building websites from scratch and piecing new websites together through hard-coding and templates that have added features,
 - Hard-coding, writing light code for enhancing front-end design, marrying codes together to develop features, debugging to make all code work together, writing original code to start SEO on new websites and adding SEO to already existing web pages,
 - Designing CMS websites, redesigning and updating previously designed websites worked on by others, adding SEO to CMS pages,
 - Researching for and developing customized UX website design direct to consumers B2B, and performing usability testing (beta testing and live online testing) in the creation of user-centered websites thereby delivering effective, efficient user experiences with desirable solutions,
 - Creating prototypes and mock up interactive designs, including user interaction models, wireframes (website design content layout, the functionality on web pages that takes into account user needs, arranging elements to best accomplish a particular purpose (ie: the funnel),
 - Inventing screen flows that match user expectations, technical capabilities and objectives,
 - Making changes to website architecture, content, graphics, linking, and other factors to improve sales, usability, website functionality, improving bounce rate, user experiences, page retention, etc, perpetually achieving new business goals, increasing SEO positions with target keywords, fully developing tags, and following the most recent search engine algorithm requirements.
- 18 years of experience in business marketing communications, as a custom Graphic Designer, Print Broker, and Print Production Graphic Designer of custom graphic design pieces for a variety of both wholesale and retail printers, including working as the Print Project Manager of each printing project, from conceptualization through finished tangibles, managing several direct mailing campaigns, including catalogs, postcards, menus, brochures, both in envelopes and as their own direct mailers, which has included EDDM, business mailings, utilizing a mail processing machine, and other small-scale USPS products.
- Fifteen years as a Marketing Data Analyst researching and analyzing data from a variety of online sources, including Google Webmaster Tools, various SEO and marketing programs and apps, and the U.S. Census Bureau and other city and state resources and marketing data companies, etc. for business development analysis, custom marketing reports, marketing plans, and marketing materials, print and web marketing use, for businesses in many different industries, with proven successes that expanded those companies dramatically. High proficiency in developing custom auto-populating spreadsheets for accounting, marketing, and business management

reports, which increases productivity and profits while also reduces spending, by utilizing QMS (ISO 9001 / Six Sigma) techniques and excel spreadsheets. Creating protocols identifying issues, opportunities for improvements, implementing solid solutions, saving many businesses over \$10,000 per year with these techniques.

- 9 years experience as a Business Development Consultant for small, mid-size, and large national businesses, some with an international presence, providing status reports, and tracking marketing achievements within these realms of marketing communications.
- Educated and experienced in psychology and social sciences, including doing extensive behavioral psychology research, with several published magazine and newsletter articles, dozens of workshops being published as books, and thousands of blog articles, in the health and wellness genre. Effective communicator. Conscientious advocate. These skills translate into understanding and caring about the people the work affects.

PRIMARY TECHNICAL SKILLS SUMMARY –

- Proficiency in all Adobe Creative Suite and Microsoft Office programs (including advanced level Excel formula development). Also experienced in creating animated advertisements in multimedia programs (animated .gifs of all sizes – ie: movie theatre ad, web banner ads, etc.).
- Certificates: SEO, PHP, Flash 1 & 2, Event Planning, EDDM Direct Mail through USPS, and various Psychology, Philosophy, Life Coaching related certificates.
- Google Certified Partner since 2015 following through with Google Certifications for Google AdWords, Google Tag Manager, and Google Analytics, in 2017. Attended the Google Summit 2017 and Google Academy (for ongoing training to keep up on marketing innovations). Other Google Training: Google Webmaster Tools, Google Search Engine Optimization Algorithms, and more that is ongoing.
- Attended National PCC Day 2017, which is a U.S. Postal Service event for businesses, postal experts, USPS Managers, and marketing gurus to come together and receive training on improving how we send marketing mail. Experienced in EDDM Every Door Direct Mail (direct mail design, envelopes, catalogs, flyers, brochures, and postcards, etc) as well as having some familiarity with the new photo system the USPS is using.

PROFESSIONAL EXPERIENCE –

ikan-ikon.com, Lisbon, CT

04/1999 – Present

Freelance Business Development Consultant

Consistently impress clients with business and marketing knowledge and achievements by translating their the business's initiatives into engaging, informative content that

helps target audiences understand what they do, what they are best at, and the solutions that will solve their immediate and long-term needs.

- Search Engine Optimization (SEO),
- Web Design,
- Social Media Marketing (SMM),
- Pay-Per-Click Advertising (PPC),
- Marketing Blogging,
- Marketing Copywriting,
- Email Marketing,
- Promotional Advertising,
- CMS/ISO 9001/Six Sigma Efficiency Consulting maximizing business efficiency for a variety of businesses, including
- Print Production Graphic Design,
- Print Brokering, Project Management,
- SEO Web Marketing Research,
- Logo Development and Branding,
- Packaging Design,
- Trade Show Marketing,
- Direct Mail Marketing,
- Print, Broadcast, and Web Advertising,

Achievements: (January 2019) 471% increase in human organic search engine visitors for the ikan-ikon.com funnel websites over six months prior after implementing another new SEO strategy. (2018) Analytics for 12 separate small businesses show 14,727 referring pages (2016) .

Design Projects Summary: Collateral materials, print ads, trade show displays, brochures, direct mailers, logo development, etc.

Notable Clients: United States Navy, 2 Connecticut Politicians, 3 Servpro® franchises, Dr. Phranq Tamburri of Prostate Second Opinions, Gilman Gear, Danbury Hospital.

Freelance-Agency “jobs” –

2011 Krasun Industries – Franklin, CT: Web Design, Multimedia Design, Graphic Design, Print Production Graphic Design (RS Adventures, Aspen, Magic Glass & Metal, International Facilitators, Inc.)

2000-2003 Communications Group – Tempe, AZ: Graphic Design, Print Production Graphic Design, and Illustration (Notable projects: The City of Sierra Vista, Pink Jeep Tours)

1999-2000 Ad Agency Internship in college – Tempe, AZ: Graphic Design

Luciani Enterprises (5 Servpro®'s) AND Green Construction & Restoration, Meriden, CT
1/2016-8-2016

Web Marketing Manager

Shocked the Owners with more drastic levels of over-achievement than they could even believe – consistently gaining higher and higher goals across each task area.

- Search Engine Optimization (SEO)
- Web Design
- Social Media Marketing (SMM)
- Graphic Design
- Print Production Graphic Design and Printing

- Pay-Per-Click Advertising (PPC)
- Marketing Blogging and Marketing Writing
- SEO Web Marketing Research
- Trade Show Marketing

Achievements: (LE) 5,700 impressions with 460 post reaches/wk. Dwarfed PPC results \$5K to \$8K with lower CPC for 387 website visits PLUS reclaimed over \$400/mo ROI through negative keywords, 1,187 sessions / 1,034 users / 3,278 pg views / 2.76 pgs/session. Lowered corporate websites' bounce rate to by 53%, from 79+% to 26%. (GC) 3,423 web visitors per week, which included search engine robots and spiders crawling the website for the first couple months. Website averages 264 human organic visitors every month with no advertising. 95.45% goal conversion rate. 0% abandonment rate. Session durations +1.26m. Number of pages visits +1.83. 49 social media to website visitors became 43 goal conversions in July 2016. Tripled the results successfully on every effort made throughout the time working on that website. 3,217 reach for one week on Facebook in August 2016.

Projects Summary: business cards, retractable banners, window display vinyl sign design, brochures, etc.

Earnhardt Auto Centers, 7 locations headquarters in Chandler, AZ and El Paso, TX
01/2006 – 08/2008
Marketing Communications Specialist

Effectively organized project efficiency thereby increasing profits dramatically.

- Web Page Design for Event Marketing,
- Graphic Design for Print Advertising in newspapers (managed all newspaper design projects for 2 years working with the GMs and Sales Managers of 7 dealerships),
- Print Production Graphic Design and Printing (ran the in-house print center),
- Radio and TV advertising and marketing (wrote commercial: "Drivin' Arizona Roads").

Achievements: Created and implemented an efficient system day one to process newspaper advertising and printing orders with General Managers and Sales Managers and the different departments of seven car dealerships, so that all deadlines were met and all cooperative advertising funds were realized without fail - consistently. Gained SEMA Las Vegas media exposure in 2007-2008 from Press Kit for Megalow concept vehicle. Three published articles in national managed care insurance magazines (Hot Rodding, Truckin, Diesel Power). Award from The Arizona Republic Newspaper for being the only Graphic Designer "Always early on deadlines." Personal appreciation visit from Tex Earnhardt for being the only graphic designer for the "first time in their history to always get paid for cooperative advertising." Generated more than \$10,000 savings per year for Earnhardt Auto Centers by revamping programs. Created automated system with an online program for 15 General Manager's approvals chain-wide.

Design Projects Summary: Newspaper ads, business cards, forms, brochures, postcards, flyers, print ads, web page design, pop displays, direct mailers, banners, promotional advertising, posters.

U.A. SAIT, Windham, CT

08/2004 – 01/2005

Marketing Communications Coordinator

Increased worldwide visibility by promoting alliances through a variety of strategies.

- Web Page Design and Event Planner, Event Coordinator, Public Relations for the abrasives training program,
- Multimedia Design,
- Graphic Design,
- Managed ordering and tracking corporate merchandise, printing, and trade shows, external communications,
- PowerPoint presentations working with the Director of Sales,
- Worked on a special motorcycle design project for the Owner to be made by Orange County Choppers,
- Created and maintained custom spreadsheets to track spending,
- Ad design for magazines, distributors, executives and corporate officers, management, as well as trade shows and training classes.

Achievements: 2003 Improved cooperative advertising processes by streamlining spreadsheet & filing system, including managing co-op advertising submittals more strictly to reduce wasted funds, thereby increasing the profit margin by over \$10,000.

Design Projects Summary: Newspaper ads, flyers, print ads, web page design, pop displays, direct mailers, banners, promotional advertising, catalog design, product packaging label design.

Antonino Auto Group, New London, CT

08/2002 – 08/2003

Customer Relations Manager

Consistently achieved the highest rankings for customer relationships in the Northeast region.

- Public Relations,
- Investigated and interviewed dealership staff and customers to create opportunities for resolutions, then resolved concerns, researched how to create legal reports and

- wrote the responses to customer complaints for the company's Attorney,
- Graphic Design for print advertising and direct mail marketing,
 - Invented spreadsheets to improve the reporting processes for chain's customer service departments,
 - Customer Service Manager (daily customer connections for surveying),
 - Assistant to the QMS Manager Gina Greaney: Created agendas, ran and assisted running meetings, analyzed processes, defined step-by-step tasks for every job description of the entire dealership to elevate dealership to the highest level of Quality Management Systems (QMS = ISO 9001/Six Sigma).

Achievements: Awarded plaque in 2004 when the dealership was selected for Five-Star Elite Status nationally. Successfully ran a F.I.S.H. Training program teaching all staff sales and customer service. Developed custom forms that are still used franchise-wide.

Design Projects Summary: Forms, postcards, flyers for new vehicle buyers.

USA Managed Care Organization, Phoenix, AZ
08/2000 – 05/2001
Marketing Communications Coordinator

Brought the company newsletter to life for employees and clients of the company.

- Multimedia banner ads design,
- Managed trade show advertising projects,
- Graphic Design for ads,
- Managed all aspects of publishing the monthly newsletter,
- Copywriting for ads and newsletter articles,
- Invented spreadsheets and maintained custom spreadsheets to track spending,
- Ad design for magazines, distributors, executives and corporate officers, management, as well as trade shows.

Achievements: Created an archival system for their marketing department, saved the company \$4,000/yr by creating spreadsheets for their marketing to save money and streamline the marketing plan. Published articles in two national magazines: Managed Care, The American Journal of Managed Care. Boys & Girls Clubs of Austin, TX read article about them and called to request using it for their own marketing use. Honored by the Owner of USA MCO who requested a sit down meeting in his office to discuss another article he was impressed with on spiritual healing philosophies.

Design Projects Summary: Multimedia banner ads, print ads, website graphics, newsletter graphics, newsletter layout design.

Achievements: Salutatorian, Graduated with a 3.86/4.0 GPA, always High Honors Dean's List, Founder's Award nominee, SGA President, received 2 art awards.

- Certificates: SEO, PHP, Flash 1 & 2, Event Planning, and various Psychology, Philosophy, Life Coaching related certificates. EDDM Direct Mail - National PCC Week 2017 (US Postal Service event for industry and postal experts).
- Google Certifications: Google Analytics, Google Tag Manager, Google AdWords. Google Training: Google Webmaster Tools, Google Search Engine Optimization Algorithms.

EXPERIENCE DETAILS -

Marketing and Design (print, broadcasting, online) Task Descriptions:

- Project Manager, Print Broker & Purchasing Agent - Contract writing and negotiations, managing projects from first client interaction through finished tangibles, including web site development through beta testing to online delivery, experience managing staff, managing all aspects of processes from start to finish for print project management and web project management, negotiating rates with multiple types of vendors, developing estimates and timelines for projects by working with key project members, maintaining clear and up-to-date project status reports while multi-tasking multiple projects' deadlines simultaneously, maintaining schedules, ensuring on-time delivery, keeping projects flowing smoothly, managing team planning for timely and efficient approvals throughout each phase of development and production, understanding interconnections among projects, logistics management, identifying innovative communications technologies to reach geographically dispersed and demographically diverse audiences, locally, nationally, and internationally, applying cultural considerations to mass communications for international business and marketing efforts, advertising campaign management, B2B, B2C, and INT communications management, corporate communications and media relations developing and executing engagement plans with verifiable successes,
- (SEO) Search Engine Optimization Web Marketing Research Analyst – Investigating and analyzing keywords and other marketing data (products/services, location, demographics, and specific target markets) to ensure highest rankings across the world wide web, writing detailed marketing SEO descriptions, tagging and tag tracking coding, analytics tracking, perpetually improving web site and social media for better and better results, marketing for online commercial videos development and ongoing web marketing with tags and analytics for videos as well,
- SEO Web Site Designer - Consistently outstanding successes in creating gorgeous highly effective ROI-driven UI /UX SEO websites with hundreds of organic page 1 Google rankings (usually within 24 hours-2weeks),
- Internet Marketing Manager / SEO Web marketing Manager – Marketing plan development for various marketing platforms, including full marketing development of hundreds of directory listings with referral links. Interlacing multi-track marketing plans with indirect marketing for a cohesively complete customer life cycle, across all platforms, that is very natural, inspired by studying years of Google algorithms, interest and retention, building up higher ranking on specific search engines, most

importantly Google (Averaged a 240% improvement on 13 search engine optimized websites for 2016),

- Trade Show Marketing Coordinator – Designing trade show displays, trade show promotional advertising product management, trade show ads and collateral materials, graphic design and print brokering for wholesale rates, which average half retail pricing,
- (PPC) Pay-Per-Click Advertising Manager – Managing paid web advertising campaigns across multiple platforms (ie: Google, Facebook, Amazon, etc) within the \$100-\$9K per month range with tremendous documented successes,
- Direct Mail Marketing Designer – Designing, writing, and managing direct mail marketing campaigns,
- Email Marketing Designer - Coding, design, writing, and managing marketing blasts,
- (SMM) Social Media Marketing Specialist - Developing detailed social media marketing profiles with ongoing marketing that builds up the social media presence so that all sources funnel to website, insights reports' development,
- Promotional Advertising Director - Managing inventory and developing promotional and print advertising campaigns, both in-house and freelancing for companies, design, print brokering, and marketing plan development,
- Writer / Copywriter - (published Author both online and in print) Writing and SEO marketing blogging writing blog articles, creating commercials, press kits, advertorials, advertisements, collateral materials, business and marketing plans, agendas, ad copy, articles, reports, published magazine articles and books, scripts,
- Public Relations Director - Public relations and extensive public speaking, live on camera and in person (in front of 1200 people and more intimate audiences) customer service, public relations, modeling, sales, incorporating psychology into advertising, and marketing knowledge into the development of internal and external communications,
- Cooperative Advertising Manager - Maintaining cooperative advertising programs, including custom auto-populating spreadsheets, saving money within existing cooperative advertising programs,
- Graphic Designer - Conceptualization through final development (creating storyboards, thumbnails, proofs, comps, photography, computer design, computer rendered original art, superimposing images to one another, repairing damaged photos, retouching, drawing images, making images into 1-color and 2-color vector graphics for screen printing, working within custom templates for many different printers, setting up layout for original projects, packaging design, special printing effects setup, etc), B2B, B2C, INT communications, including many one-of-a-kind vector logos, brand identity development and ongoing branding, positioning and growth, differentiating products, services, programs, and capabilities in highly competitive local, national, and international markets, developing marketing presence, shaping market perceptions,
- Print Production Graphic Designer - Print project management, print brokering, monitoring quantities and orders of media, marketing, and advertising on multiple platforms, printed materials, developing and coordinating efficient methods of communications to clients and prospective clients, brokers for changes and approvals,

with subcontractors, vendors, and other key audiences, designing for printing cost savings,

- Event Planner – Coordinating corporate and private events,
- Communications Specialist - Establishing consistency in approach and delivery of internal and external messages, working with colleagues to strengthen various external communication channels (collateral materials, publications, websites, social media, advertising, etc.), utilizing marketing training for persuasive content building, visually communicating key concepts by depicting cohesive, influential strategies,
- QMS / ISO 9001 / Six Sigma Quality Control Manager- Completely revamped a variety of companies in different industries to make their business processes fully automated (from organization to the employee job descriptions, efficient processes analysis, process description writing, to day-to-day business accounting processes with implementation including injecting custom spreadsheets and step-by-step worksheets as task paperwork to automate each part of the business creating higher profit generation for multiple businesses,
- Accounting Reports Developer - Creating custom auto-populating formula-rich excel spreadsheets, maintaining A/P, A/R, co-op advertising, Establish and maintain budgets, managing budget processes for each design project, always within budget, tracking and reporting estimated versus actual project costs, and organic marketing efforts,
- Traditional Fine Artist - Illustration, drawing, painting, sculpting, utilizing most mediums (metal jewelry making, screen printing, ceramics sculpting, pottery, oil, acrylic, charcoal, pencil, pastels, Prisma markers, colored pencils, etc).