

Mike Stickney

Senior Web Designer and Online Optimization Specialist

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► Summary

Currently seeking a position within a creative team and/or digital marketing environment. I am a well-rounded interactive designer and online marketer with a focus on e-commerce and conversion rate optimization. Specializing in designing online creative solutions for PPC and email marketing campaigns, I possess a solid background in design and development of digital marketing solutions to support and improve e-commerce channels.

► Professional Experience

Direct Wines Inc.

Digital Optimization Lead (03/13/2014 – 08/08/2014)

Senior Web Designer (06/01/2010 – 03/13/2014)

Web Designer (10/13/2009 – 06/01/2010)

- Design lead and strategist for new customer marketing initiatives in the online channels
- Work closely with various teams to create an optimal online experience for new and existing customers through testing and optimization of various customer touch points
- Develop online testing strategies to enhance and improve the online purchasing experience
- Provide data and analytics to support and monitor online testing
- Online creative support for new business partnership initiatives
- Work closely with marketing and creative teams on the strategy and execution of online campaigns
- Design, code and deploy HTML marketing email campaigns for new and existing customers
- Design and maintain promotional marketing components of various web properties

Adaptive Marketing/Vertrue Inc.

Art Director, Acquisitions (06/2008 – 10/2009)

Web Designer, Special Projects (01/2008 – 06/2008)

Interactive Designer (08/2007 – 01/2008)

- Oversee the design and development of online experiences for new customer acquisition for a "Top 10" online advertising company
- Work closely with marketing teams to optimize PPC campaign efforts
- Manage and mentor a team of full-time staff and freelancers
- Create and maintain new and existing online assets to support marketing initiatives

Tauck World Discovery

Creative Web Manager (09/2005 – 10/2007)

Web Designer (11/2002 – 09/2005)

Graphic Designer (05/2002 – 11/2002)

- Design lead for complete site redesign of Tauck's core brand Web site as well as several "themed" vacation Web properties and a B-to-B Web portal
- Contribute to strategy and brainstorming sessions to enhance the online experience for new and existing customers and business partners
- Create and expand online marketing efforts including display ads and HTML email marketing
- Design and develop HTML creative email templates for both B-to-C and B-to-B marketing and communication efforts
- Manage and maintain digital assets for all Web properties and external online advertising
- Production artist for offline advertising including company brochures, catalogs, sell sheets, business reply cards and other offline marketing materials

Various Positions in the Commercial Printing Industry

American Graphics, Inc (06/1998 – 10/2002): Mac Operator, Lead Press Operator

Bierl Printing (09/1997 – 05/1998): Lead Press Operator

RPC, Inc (09/1992 – 08/1997): Completed 4-year apprenticeship to become Journeyman Press Operator

▶ Education

Associate of Arts in Graphic Design

Norwalk Community College, Norwalk, Connecticut
Graduated May, 2002; GPA 3.6

In addition to core curriculum for a degree in graphic design, completed college level courses in Web Programming, Internet Commerce Technology, Business & Marketing and Advanced Graphic and Web Design. Also attended classes at New Horizons computer learning center including HTML, Flash, and Project Management.

▶ Computer Skills

- Adobe Creative Suite
- Front-End Web Development
- Google Analytics
- Email and ESPs (Bronto, MailChimp, Constant Contact, etc.)
- Online Testing & Optimization tools (SiteSpect, Optimizely, UnBounce, etc.)
- Content Management Systems (ATG, Concrete, WordPress, etc)
- Microsoft Office Suite

▶ Find me online

Professional Web Site: <http://www.spitshine-design.com>

Twitter: @spitshinedesign

LinkedIn: <https://www.linkedin.com/in/mikestickney>

Krop: <http://www.krop.com/spitshinedesign/>

Coworks: https://coworks.com/freelancer/F_6841b8