

CARRIE BRITTIN

carriebrittin@gmail.com | (716) 990-5386 | carriebrittin.com | www.linkedin.com/in/carrie-brittin

SKILLS

- Adobe Creative Cloud
- Communication
- Digital Marketing
- Web Design
- Graphic Design
- HTML, CSS
- OuCampus & Wordpress
- Microsoft Office
- Google Drive
- Hotjar Heatmapping
- LiveWhale Calendar
- Raw Photo Processing
- WebDAM &Photoshelter
- PDF Metadata Properties
- Salesforce/ ExactTarget
- Teamwork Desk
- Solarwinds
- Unbounce Landing Pages
- Unbounce Stickies
- Production Manager
- Wufoo Forms
- Video Production & Tagging
- Closed Captioning (SRT)
- Storyboarding
- UTM source tracking
- Illustration

CERTIFICATES

- Leadership Buffalo Essentials, Leadership Buffalo Class of 2020
- Web Writing, HigherEd Web Summer 2017
- Coding for Designers, 2016

EDUCATION

- BA Visual Communications 2009, Magna Cum Laude Cazenovia College, Cazenovia NY

AWARDS/ACCOMPLISHMENTS

- Educational Digital Marketing 2020 Bronze Award for our institution's overall COVID Response
- Educational Digital Marketing 2020 Bronze Award for our "For the Future" Total Digital Marketing Program
- Leadership Buffalo Essentials, Class of 2020

PRACTICAL EXPERIENCE

Associate Director of Digital Content

D'Youville College | 2018 - Present

- Conceptualized both award-winning entries for the Education Digital Marketing competition
- Created print and digital collateral for events, president initiatives, and ceremonies
- Orchestrated, coordinated and led a digital signage committee for a unified, strategic solution
- Developed cinematography content and talent for multiple productions
- Managed budget lines dedicated to web services
- Developed and designed pages and microsites within our CMS and Wordpress networks
- Maintained digital repositories for both student events and marketing photography
- Designed landing pages and stickies for various programs and initiatives for prospective students, pursuing candidates using referral source tracking for outcomes
- Generated email campaigns for admission funnels and academic programs

Website Coordinator

D'Youville College | 2016 - 2018

- Monitored website content and information in compliance with ADA rules and digital brand kit via Siteimprove
- Maintained employee profiles for online web directory
- Coordinated schedules and managed production of external resources for brand photography/videography
- Used CMS to conduct web page maintenance and create pages for departments

CONFERENCES • • • • •

- AMA for Higher Education 2019 Las Vegas, NV
- HighEdWeb 2018 Sacramento, CA
- HighEdWeb 2017 Hartford, CT
- WordCamp 2017 Buffalo, NY
- HighEdWeb 2016 Memphis, TN

- Provided support to web contributors across campus for application support, holding three training sessions per year for new recruits
- Processed RAW images for both staff and student use on two digital repositories.
- Maintained both digital asset repositories for student events & marketing photography.
- Collaborated with team to design print collateral and video clips of bumpers for special projects
- Acted as project manager for the holiday video; also created storyboards and digital media.

VOLUNTEER EXPERIENCE

HOBY PA East

Pennsylvania | 2019-2020

- Advanced schedule and seminar booklet into formats usable by all participants

Thanksgiving Food Drive

Buffalo, NY | 2019

- Sorted, transported, and bagged thanksgiving day meals to send out to families in need

Officers for Hope

Battle Creek, MI | 2017-2019

- Designed material for an awareness campaign
- Created branding materials for foundation launch
- Helped gather presents and nutritional needs for at-risk children and families through the police officers

Information Technology Support Specialist

D'Youville College | 2016

- Re-imaged computers to place back into labs
- Assisted in helping fix connection issues between printers, wireless connections, DVD players, and TV's
- Aided in retrieving information and erasing maliciousware off of computers
- Procured and directed phone calls to appropriate facilities as needed

Kennel Manager/Vet Assistant

GA Animal Hospital/NT Emergency | 2011-2016

- Interviewed possible candidates for employment
- Handled disputes between staff as a third party mediator
- Worked with office managers to help staff acclimate to new circumstances
- Restrained animals for procedures and emergency situations
- Cleansed the hospital to ensure AAHA standards and recommendations
- Administered medications as needed
- Eased clients about their concerns during situations
- Communicated with clients on the phone

For a full job history or references, inquire using the listed contact information.

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