

Angela Speed

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Marketing Creative Direction | Hybrid Designer/developer | Digital Marketing Management

Omni-channel Creative Direction leader with developer, designer, agency, and retail experience. Detail oriented, strategic vision, strong creative eye, and an analytical mind. Proven cross-functional leader with demonstrated results motivating others to exceed business goals. Thrives in fast-paced, ever-changing environments.

Authorized to work in the US for any employer

Professional Experience

Zales, Signet Jewelers (NYSE: SIG) - Dallas, Texas November 2011 to October 2021
With \$5.2 billion in annual sales, the world's largest retailer of diamond jewelry operating over 3,200 retail stores and relative web stores, notable international brands: Jared, Kay, Peoples Jewellers.

Sr Graphic Designer/Manager with UX/UI-focus (Development and Design-Contributing)

Responsible for omni-channel customer experience including design for web, email, social, paid advertising, and print, and content management system (CMS) integration utilizing custom development and lower environment testing for 6 international brands (Zales, Zales Outlet, Gordon's Jewelers, Pagoda, Peoples Jewellers, and Mappins). Led a team of 7 designers and developers reporting to the VP of Creative Services.

- Trained and managed a team of 7 front-end developers and designers, to produce, develop, and launch, web, social, and email content with omni-channel alignment
- Designed, developed, scheduled, and verified weekly website content updates and daily email deployments following each brand's promotional calendar
- Implemented custom UI widgets and sitewide advertising to transition online sales scope during COVID-19 store closures, providing quick and simple buying experience, seamless in-store pickup, and offering virtual consultations, nearly doubling online sales, exceeding pre-COVID-19 plan
- Enhanced client-side framework to transition to WYSIWYG content updates for codeless content implementation
- Documented and provided training on CMS, and internal business tools for Enterprise marketing and ecommerce teams
- Maintained principles of UX, UI, SEO including keyword research and Google Analytics
- Reviewed and approved design and coding for all digital outlets, including responsive web development reducing code-debt
- Performed lower environment testing and QA across multiple web browsers to ensure projects were implemented as designed, including Accelerated Mobile Page (AMP) rendering, debugging, and retesting prior to deployment
- Led marketing team through 3 email content interface changes, 3 website content management system transitions, and numerous site redesigns
- Re-designed the email framework which decreased the bounce rate by 40% and improved email click-thru rate by 45%, and ROI by 78% utilizing email interfaces (Sailthru, Responsys, Movable Ink, and Cheetah Mail) and cross marketing email opt-in advertising

Speedsoft - Mansfield, Texas

April 2000 to October 2011

A web-first marketing agency with a passion for building brands and driving marketing traction for clients by providing a broad range of marketing, social, and IT services.

Co-owner, UX/UI Creative Director (Development and Design-Contributing)

Provided creative direction for a team of 9 for all phases of web development including wireframing, design, front-end development, content migration, and print brokering to create custom content-driven websites.

- Designed and developed hundreds of websites and backend CMS development for new and existing clients
- Performed design and print brokering services for clients, coordinating with web-first redesigns and utilizing small to large scale printers for cost savings for each client
- Engaged customers by acting on insights and delivering hyper-personalized experiences.
- Delivered on promises in developing content management system, to provide dependable, quick, and simple buying experiences
- Attracted and retained customers thru sales, while growing revenue
- Provided a superior and personalized omnichannel commerce experience
- Leveraged a mobile-first, next-gen commerce solution designed for mid-size retail, consumer goods, and direct-to-consumer industries
- Embedded marketer-friendly AI and predictive analytics for effort tracking
- Developed wireframes and website mock-ups for clients to ensure quality control and client satisfaction before project development phase

Education and Certification

Bachelor of Arts, Visual Arts, minor in Technical Writing | Tarleton State University, Stephenville, TX
HTML5/CSS3 Certification | Digitrain, Dallas, TX

Skills

- CSS (10+ years)
- HTML5 (10+ years)
- XML (4 years)
- UX (10+ years)
- JavaScript (5 years)
- Graphic Design (10+ years)
- Adobe XD (2 years)
- Adobe Photoshop (10+ years)
- Adobe InDesign (10+ years)
- Adobe Illustrator (10+ years)
- Adobe Premiere (5 years)
- Bootstrap (7 years)

Links

dallasange.com

[linkedin.com/in/angelaspeed](https://www.linkedin.com/in/angelaspeed)