

ANGELA SPEED

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OVERVIEW:

I am a tech-savvy multi-media marketing leader with strategic vision, strong creative eye, organizational and analytical skills. I thrive in fast-paced, ever-changing entrepreneurial environments. I know how and when to delegate responsibility -- and when I need to stay in the background. As a digital junkie, I get revved up (in a good way) by conversations about ways brands are brought to life in digital environments, whether or not I have any personal link to the brands in question. My superior organizational skills allow me to stay on top of many projects and activities at the same time. I know how to manage a budget and build great relationships with the IT team and marketing counterparts, and understand that my functional area straddles the lines between Sales, Marketing, and IT. I have a customer service-oriented mindset. I'm not afraid to take initiative and run with projects with varying levels of direction. I've got some serious digital chops and can clearly identify and articulate the differences between truly great work and everything else. OK, maybe that was a lot about me, but you must know I'm passionate about creating greatness and infect those around me with my positive attitude and drive.

OVER 20 YEARS EXPERIENCE:

Signet Jewelers, Senior Web Graphic Designer/Developer, 4/2017 - Present

Signet Jewelers, Web Graphic Designer/Developer, 9/2013 - 4/2017

Signet Jewelers, Web Graphic Designer (contract), 11/2011 - 9/2013

- Maintain the Zales.com eCommerce webstore
- Perform promotional updates and site maintenance
- Lead developer, transitioning site from HTML to HTML5, utilizing SEO implementations to increase traffic
- Test front-end code in multiple browsers to ensure cross-browser compatibility
- Workflow tools include: HTML5, CSS3, JavaScript, Adobe CC (utilizing Photoshop & Dreamweaver)
- Write HTML for email marketing campaigns.
- Provide CSV link tables for email marketing campaigns.
- Managed Online Credit network for the Zales Creditcard backed by CitiBank
- Utilize database integration in webstore code
- Research industry trends and competitor websites to provide competitive cross marketing strategies

Speedsoft, Vice President & Creative Director, 4/2000 - 9/2011

- Managed a Team of Graphic Designers, Front End Developers, Backend Coders and CMS Architects to develop custom content-driven websites
- Sold services to clients: IT, web development, print design & print brokering services
- Developed wireframes and web-site mock-ups for clients to ensure quality control and client satisfaction before project development phase.
- Oversaw the development of web projects to ensure Scope was maintained and redrew contracts when scope changed
- Oversaw the development of Client Websites Utilizing Custom CMS and Graphics
- Contributed to productivity through effective supervision and performing tasks including graphic design and coding where needed to reach time targeted goals
- Provided internet related services to clients including web site design, front-end web development, domain name registration, web hosting, search engine optimization / submission.
- Redesigned the Front End of the Speedsoft.com website (2010)
- Work-flow tools included: HTML, CSS, JavaScript, Adobe Photoshop, InDesign, Illustrator & Dreamweaver

Freelance Graphic Designer and Web Developer, 1992 - Present

- Provide project development services with multi-level involvement. Including content creation, technical/creative writing, design for print, Design for web, web maintenance and full website design, Social and SEO development.