

# Jacqueline Blake

I am an experienced Web Designer / Front End Developer with a strong background in data driven user experience design. I design and develop eCommerce user interfaces, e-mail marketing campaigns, banner ads and social media assets.



ph: 763.478.7716

jackie@jacquelineblake.com

linkedin.com/in/jackieblake

View my portfolio at [www.jacquelineblake.com](http://www.jacquelineblake.com)

## Skills

Designing: Responsive Web Sites • E-mail Campaigns • User Interfaces • Banner Ads • Logos  
Developing: HTML5 • CSS3 • Responsive Design • Customize Wordpress Templates with PHP  
Trained in: User Experience • Analytics • PPC • SEO • Licensing Standards  
CMS: Wordpress • Sitecore • RedDot • Textra • ExactTarget • MailChimp • Active Campaign

## Programs

Adobe Creative Suite Including: Photoshop • InDesign • Dreamweaver • Illustrator • Acrobat Pro •  
Adobe Analytics • Google Analytics • Google Tag Manager • Visual Optimizer • Microsoft Office

## Work Experience

DecoPac, Anoka, MN

Web Developer (November 2013 to Present)

- Work with Marketing Department to concept, design & develop landing pages
- Work with development firm to make backend changes to DecoPac.com
- Use Google Analytics and Tag Manager to provide website metrics to senior leadership
- Assisted in re-launch cakes.com responsive website
- Provide UX recommendations based on A/Btesting and user data
- Trained and supervise new Email Marketing Specialist
- Implemented digital catalogs driving over \$62,000/year in website sales

Taymark (Taylor Corp.), White Bear Lake, MN

Web Designer (September 2002 to November 2013)

- Work with Marketing Department to concept, design & develop websites
- Created Wordpress blogs with responsive design
- Design & implement email marketing campaigns
- Design social media pages
- Test designs and code across multiple platforms & browsers
- Test & optimize landing pages using Google Optimizer & Visual Optimizer
- Worked with a team to consolidate several websites into one multi-branded site
- Work with CMS platforms including Sitecore & Wordpress
- Trained new employees in e-mail marketing & web design
- Co-chair of the "Employee of the Month" committee from 2006 to 2009

## Education

Capella University (Currently Enrolled in a Business Management course)

Brown College AAS: Visual Communications (Completed March 2002)

Anoka-Ramsey Community College (240 Semester Hours - Trained in photography)