

# EMILY REGAN

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## AREAS OF EXPERTISE

### Web Production

- Analytics
- Content creation
- Design, build, maintain web sites
- Information architecture
- SEO

### Content Marketing

- Web
- Social Media
- Strategy

### Management

- Agency
- Brand
- Budget
- Vendor

### Tools

- Adobe CC
- Drupal
- Google Analytics
- Google Tag Manager
- Microsoft Office

### Education

BA Asian Studies,  
University of Oregon

## VERSATILE DIGITAL MARKETING MANAGER AND PRODUCER

Creative, versatile professional with experience in technology, retail, and higher education marketing. Proven ability to design, implement, and complete multiple projects in fast-paced and deadline-driven environments. Skilled at leading and collaborating in cross-functional teams.

## PROFESSIONAL EXPERIENCE

### **DigiPen Institute of Technology, Redmond WA 2016 – 2020**

*A private college offering bachelor's and master's degrees in computer science, digital art, video game development, and computer engineering.*

#### **Sr. Web Producer and Digital Marketing Manager Jul '16 – Sep '20**

Responsible for content marketing strategy, digital marketing analysis, web production, and maintenance.

- **Web Production | Planning and Building:** Conducted content audits and created site architecture that exposed the most important pages to the most important audiences. Created and implemented detailed SEO plan for each page. Set up new Google Analytics account structure and Tag Manager tracking according to best practices. Implemented comprehensive redirect strategy using analytics and search data. Built three new campus websites with a total of over 1,000 pages.
- **Web Production | Ongoing Maintenance:** Managed backlog and release queues for three campus websites. Completed stakeholder requests for page edits, additions, and section overhauls based on data and user experience. Added Google Tags as new tracking needs arose.

- **Digital Marketing | Content Marketing:** Maintained a comprehensive yearly content marketing calendar to keep track of news articles, social posts, home page features, events, and web releases in one place. Led weekly content strategy meetings, making assignments to ensure that the schedule is fulfilled. Created and posted content to all social media platforms and responded quickly to comments and questions.
- **Digital Marketing | Analysis:** Implemented updated campaign tracking strategy, resulting in more insightful and easier to find analytics for social media, email, and online advertising. Provided weekly reporting on website and social media KPIs, along with analysis and strategic recommendations.

**Clarisonic (L'Oréal), Redmond WA**

**2013 – 2014**

*Develops technically advanced and clinically proven products that make a clear difference in skin care.*

***International Digital Marketing Manager***

*Jan '13 – Dec '14*

Responsible for global digital marketing and social media strategy, platform and content development.

- **Web Design & Development:** Worked with global IT teams to develop editorial and ecommerce websites on centralized Demandware platform. Oversaw the launch of 20 international websites. Developed a comprehensive asset package, including copy, Photoshop page templates, a digital style guide and a complete image library. Designed and programmed product detail page tabs and marketing content pages of clarisonic.com.
- **Social Media:** Managed US Facebook, Twitter, Instagram, Google+ and Pinterest communities, and global Facebook page, responding to all customer inquiries within 1 hour on weekdays. Used community feedback and insights to build comprehensive content and promotional calendar. Compiled regular "voice of the customer" and analytics reporting. In 12 months, increased global Facebook likes by 115% and US Instagram followers by 450%. Launched 22 Facebook pages. Directed agency content creation and persona development.
- **Graphic Design:** Created comprehensive digital asset packages for global product launches and promotions, including email templates, web graphics and copy, banner ads and social media content.

**RealNetworks, Inc., Seattle WA**

**2004 – 2012**

*Digital entertainment provider with \$336MM in annual revenue, 22 offices worldwide, and 1200 employees.*

***Sr. Marketing Manager***

*Jan '11 – Sep '12*

***Marketing Manager***

*Jun '04 – Dec '10*

The one-person web and creative services team responsible for design, development and daily maintenance of 3 web sites, event signage, print advertising, sales collateral and B2B email campaigns.

- **Web Design & Development:** Led the design and development of 3 versions of the corporate web site, 2 versions of a large product sub-site and the corporate intranet, including strategy definition, information architecture, CMS selection and implementation, management of design and development vendors, management of IT server set-up and support, and facilitation of content development with product groups. Consulted on site redesign for Android app, including strategic SEO, information architecture and HTML/CSS consolidation.
- **Brand Management:** Implemented new corporate brand across all web properties. Designed business cards and collaborated on corporate brand guidelines. Resolved conflicting styles by developing brand guidelines for Android app.
- **Graphic Design:** Created on-brand event signage for 16 tradeshows and numerous corporate events. Designed and maintained extensive collection of sales collateral, including datasheets, white papers and support documentation. Designed print ads for B2B products.

**CarToys, Inc., Seattle WA**

**1999 – 2003**

*Largest independent multi-channel specialty car audio and mobile electronics retailer in America.*

**Visual Marketing Manager**

'01 – '03

**Visual Marketing Production Supervisor**

'00 – '01

**Marketing Coordinator**

'99 – '00

Led visual marketing programs during company's rapid expansion from 15 stores in 2 markets to 59 stores in 4 markets.

- **Web Design & Development:** Positioned the company as a professional organization by designing, launching, and maintaining company web site. Developed and implemented internal POP signage printing web site.
- **Brand Management:** Led team of architects, company executives and branding agency in creating interior design targeted towards women for new market launch in 2000. Oversaw visual standards, production and shipping of interior graphics package and visual marketing materials in 27 new stores.
- **Graphic Design:** Managed print advertising by designing and populating layouts, creating production schedules and leading a cross-functional team for approvals and distribution. Re-designed all brochures to more effectively communicate the company's image, mission and services. Managed in-store promotion presentation for 59 stores, designing and maintaining POP signage and developing innovative sign kits.