

## Professional Overview

- 15+ years of marketing communications and branding experience in higher education
- Experience managing creative teams including hiring, mentoring, performance management, budgeting, and training
- Provides leadership and vision to develop successful business strategies, track and analyze performance, and identify new opportunities
- Builds comprehensive strategic marketing communication strategies for businesses and organizations that include brand strategy, creative design, digital marketing, research, metrics/measurement across a wide spectrum of communication channels

## Experience

- 2013 – Present      **Program Director, Strategic Brand Management and Client Development, University of Colorado Boulder, Strategic Relations (formerly University Communications)**
- Manage the campus brand by reviewing brand use, answering questions, approving requests, working with external vendors, and maintaining and updating visual identity guidelines, brand messaging platform, and digital assets
  - Provide consultation services on brand management, strategic marketing campaigns, and creation/execution of messaging platforms
  - Manage relationships of new clients for potential fee-for-service communication projects including proposals and creative briefs resulting cumulatively in over a million dollars of revenue
  - Forecast revenue and projections and provide business analysis for fee-for-services including web, publications, photography, video, and internal communications
  - Researched, recommended, and implemented new time and expense software for the entire department to improve profitability and productivity
- 2008 – 2013      **Web Manager/ Web Art Director, University of Colorado Boulder, University Communications**
- Key contributor in creation of a system-wide, four-campus branding and messaging platform
  - Developed and managed the implementation of a campus brand for web sites and electronic communications
  - Led a major campus initiative to convert campus websites to a central infrastructure and use Drupal as a content management system for all campus departments (Procured \$2.6 million dollars of new funding)
  - Oversaw visual design and management of the CU-Boulder homepage and associated sites including the prospective student center, news center, audience pages, and visit features
  - Directed and managed all web design and production of college and school, departmental, and unit websites developed by Web Communications consisting of over 100 web projects each year
  - Responsible for hiring, training, and managing a talented creative team
  - Trained publications staff to make contributions in web and new media projects
  - Launched two new PeopleSoft portals (MyCUinfo and MyCUBoulder) to provide online campus services to faculty, staff, students and prospective students
- 2001 – 2008      **Web Art Director, University of Colorado Boulder, University Communications**
- As lead designer, provided the design of the CU-Boulder homepage and high profile campus sites

- Organized, sponsored, and conducted training sessions several times a year in web development, CU-Boulder Web Identity Standards, and methods of accessible web development for university web developers, staff, faculty, and students at CU-Boulder
- Independently learned XSLT and XML within 3 months to design user interfaces and transactional channels for a team campus portal project serving over 35,000 students, faculty, and staff
- Recipient of 6 website design awards including nationally recognized CASE gold and grand gold awards and CASE VI district awards

1999 – 2001

**Senior Web Designer, University of Colorado Boulder, University Communications**

- Demonstrated design abilities that attracted the business of several college and school website redesigns at a time when the department had just been formed and needed to establish credibility and customer relationships
- Within first and second year of employment, design services provided increased business by over 200% resulting in the ability to hire two additional full-time staff

1999 – Current

**Owner of freelance design business, QB Design – Web Design & Marketing**

- Provide personalized services as a sole proprietor including: web design, logo development, web development, marketing consultation, advertising plans, copy writing, high level search engine placement, and training in website maintenance to several small to medium sized companies

1997 – 1999

**Webmaster, Housing and Food Services, Colorado State University in Fort Collins**

- Designed, updated, and managed new pages for the Housing and Food Services Website
- Implemented new professional web page look and location resulting in a 300% increase in visitations

## Technical Proficiencies

- Web design, marketing, business/user research, analytics, social media, mobile technology, video
- Operating Systems/Servers: Mac, Windows, Tomcat, Apache, and Linux/UNIX
- Drupal, WordPress, ASP.NET, SQL, PeopleSoft, HTML (coding websites by hand), CSS, XSLT, XML, CSS, PHP, web accessibility standards, JavaScript, Adobe Creative Suite, and responsive/mobile design

## Education

1997 - 1999

**Master of Business Administration, Marketing & Technology Concentration**, Colorado State University, Fort Collins, Colorado

1993 – 1997

**Bachelor of Fine Arts, Cum Laude, Graphic Design Concentration**, Colorado State University, Fort Collins, Colorado

**My portfolio:** <http://www.willqb.com/marketing-portfolio.html>