

connie m neuber

marketing | visual design

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SUMMARY

- Develop and implement strategies to create awareness of the organization's [client's] activities, increase member engagement, and increase event attendance by:
 - creating content and design for outreach materials, website, and emails
 - creating and implementing telephone campaigns
 - working closely with the marketing team to develop event content
- Develop and maintain spreadsheets for tracking memberships, potential leads, and the organization's membership income
- Emphasis on anticipating and meeting customer's and client's needs through excellent customer service, relationship building, and interpersonal skills

EXPERIENCE & RECENT ACTIVITIES

DESIGNS IN MOTION, LLC, Longmont, Colorado

Owner | Project Manager | Visual Designer 01.2006 – present

- Establish trusting relationships with clients [and vendors] by providing deliverables on time and within budget
- Define project scope, direction, design, and content according to the client's corporate image, market, and goals
- Brand and logo design utilizing Adobe Photoshop and Illustrator
- Create print and web marketing materials from concept to print
- Apply UI / UX design ideals in website planning, such as consistency, clarity, predictability, and responsiveness

ENERGY EFFICIENCY BUSINESS COALITION (EEBC), Denver, Colorado

Marketing & Membership Manager [Contractor] 10.2014 – 11.2022

- Maintained the organization's procedure files, documentation, retention plan, print files, member databases, and membership leads spreadsheets
- Implemented strategies to increase membership and membership retention
- Conducted market research to identify potential member leads
 - membership increased by 63% (2014-2016); Retention Rate by 80% (2016)
- Utilized *Constant Contact* to create e-marketing campaigns, newsletters, and announcements. Also, as a leads database [CRM] for potential and lapsed members
- Created outreach marketing materials maintaining the EEBC branding
 - fact sheets, brochures, flyers, event memes, website graphics, and posters
 - integration of social media outlets to increase awareness of activities
- Logistic planning of Quarterly Member Meetings; venue, catering, invitations, email announcements, marketing calls, and set-up of Zoom meetings [video]. Quarterly Member Meeting attendance increased by 200% (2015)
- Maintained website by; creating new pages consistent with the style guide, making recommendations based on analytics and user needs, updating SEO, and troubleshooting website issues. Website traffic increased 37% over the previous year.

WEB DEVELOPER INTERNSHIP | WebLab Boot Camp 09.2013 – 05.2014

- Developed web-marketing strategies for clients
- Installed WordPress themes, edited themes, and back-end updates

NATIONAL RENEWABLE ENERGY LABORATORY, Golden, Colorado

Visual Designer 04.2000 – 02.2006

- Led design team for award-winning technical periodical: *Biofuels News* utilizing Adobe InDesign, Illustrator, and Photoshop
- Increased Biomass awareness 25%; measured by increase in subscriptions
- Collaborated with researchers to produce conference and presentation materials by translating complex technical ideas into compelling graphics using Microsoft PowerPoint, Adobe Photoshop, and Adobe Illustrator
- Created website designs utilizing HTML
- Consulted on branding and marketing strategies for the U.S. Department of Energy's Hydrogen Program producing graphics and documents



PORTFOLIO

<https://designsinmotion.us>

WEBSITE Sampling

<https://heartofabuilding.com>

<http://bullfroggulchstudio.com>

SKILLS Technical & Software

Proficient MAC and PC Platforms

Adobe Creative Suite

InDesign, Illustrator, Photoshop

Microsoft Office

Word, PowerPoint, Excel

WordPress, HTML, CSS, BBEdit

Constant Contact, MailChimp

Survey Monkey, Basic JavaScript

EDUCATION

Ringling College of Art & Design

Sarasota, Florida • BFA Graphic Design

Montclair State University

Montclair, New Jersey

Front Range Community College

Longmont, Colorado • AAS Business

| Certificate in Marketing Basics

| Certificate in Management

| Web Development Boot Camp

| Certificate Web Developer

| Certificate in Web Authoring

SkillPath Training Courses

WebLab Boot Camp

COLORADO Projects

Ambient Energy

Colorado Renewable Energy Society

Colorado School of Mines

Colorado School of Clinical Herbalism

Elderberry's Farm, Paonia

Energy Efficiency Business Coalition

Heart of a Building

Itron, Inc.

Lightly Treading

Siren Design Studio

The Common Thread

PostNet, Lafayette

Boulder Philharmonic Orchestra

