



Email and Website Design & Development

✉ A.BERLAU@GMAIL.COM

🌐 WWW.ALISONBERLAU.COM

☎ 720.933.2292

PROFESSIONAL SKILLS

ADOBE SUITE
AFTER EFFECTS
DREAMWEAVER
ILLUSTRATOR
INDESIGN
PHOTOSHOP

MARKETING
ACCOUNT SERVICES
DIRECT MAIL
MEDIA BUYING
PRODUCTION
SOCIAL MEDIA

EMAIL PROGRAMS
EXACT TARGET
HUBSPOT
LITMUS
MAIL CHIMP
ORACLE RESPONSYS

OTHER SOFTWARE
ION LIVEBALL
MICROSOFT OFFICE SUITE
WORDPRESS

EXPERIENCE

- 2018 - present The Creative Group
Designed and developed a new product email campaign
Updated client email templates to a more modern, responsive design
- 2016 - present FREELANCE
- Low Spark Digital
Develop and design B2C and B2B emails
Create and execute email campaigns
 - HomeAdvisor
Produce and update marketing emails and newsletters for B2C business
Design, develop and update responsive email landing pages
 - Seward Global Consulting
Website design and production
- 2013 - 2016 HOMEADVISOR: Email Marketing Developer/Designer
Designed marketing emails and newsletters for both B2C and B2B business
Developed responsive and mobile-friendly emails
Designed and developed website landing pages focused on customer conversion
Tested and analyzed the performance of both emails and landing pages to optimize performance
- 2003 - 2011 FOX MEDIA & MARKETING: Marketing Account Manager and Media Buyer
Advised clients and implemented advertising plans
Engineered media buys and audited schedules to check for accuracy
Implemented client online advertising plans
Forecasted client budgets and delivered on-time and on-budget
- 2002 - 2003 AURORA AUTO CARE: Marketing Coordinator
Developed new company website to attract potential tenants
Direct mail campaign design and production
- 2000 - 2001 OPTIMA BATTERIES: Marketing Coordinator
Coordinated new product marketing campaign launch
Managed the redesign of product line marketing materials

EDUCATION

- 2012 ART INSTITUTE OF COLORADO
Diploma, Web Design and Development - Summa Cum Laude, Portfolio Par Excellence, Student of the Quarter
- 1995 - 1999 UNIVERSITY OF COLORADO at BOULDER
Bachelor of Science, Business Administration, Emphasis in Marketing - Cum Laude