

# VALERIE BROMANN

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## RELEVANT EXPERIENCE

**Digital Marketing Specialist** (2016 – Present)

**Digital Marketing Coordinator** (2014 – 2016)

**E-Commerce Web Editor** (2006 – 2011)

Lyric Opera of Chicago | Chicago, IL

Manage website updates. Code custom pages using Bootstrap and Sitecore CMS. Research and develop content for SEO and content marketing. Track and analyze website metrics in Google Analytics and Brightedge. Troubleshoot website problems. Design email templates and deploy email-marketing efforts to segmented portions of a 140,000+ list. A/B test emails and measure results. Train staff on Sitecore CMS and Mail2 ESP. Oversaw website redesign. Led transition between email service providers.

**Freelance E-Mail Coordinator** (2012 – 2014)

Meet, Plan, Go

Designed, edited, and deployed monthly email newsletters. Produced print and digital handouts and marketing materials for attendees of the 2012 national event. Created and analyzed digital surveys for event attendees.

**Marketing Assistant** (2004 – 2006)

RE/MAX of Naperville | Naperville, IL

Designed newsletters, direct mail, brochures, and presentations. Copyedited and proofread marketing materials. Created and updated websites. Tripled the output of projects within one year.

**Publicity Intern** (2002)

Steppenwolf Theatre Company | Chicago, IL

**Public Relations Intern** (2001)

Chicago Opera Theater | Chicago, IL

## EDUCATION

**University of Illinois**

**Bachelor of Arts**

in Communication

**DePaul University**

**Master of Arts** in Writing

## SKILLS

### Front-End Skills

HTML5

CSS3

JavaScript

Bootstrap

### CMS

Ektron

Sitecore

Wordpress

### ESP

Wordfly

Mailchimp

Vertical Response

Mail2

### Software

Adobe Photoshop

Adobe Lightroom

Adobe Dreamweaver

Tessitura

BrightEdge

Google Analytics