

ERIN RUBY

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PROFILE

A senior web manager with background in front-end development, UX design, user research, information architecture, SEO, and project management.

SKILLS

- ❖ UX/UI Design
- ❖ Front-end Development
- ❖ Cross-browser testing/Debugging
- ❖ Content Management
- ❖ Email Design
- ❖ Information Architecture
- ❖ Prototyping
- ❖ Multivariate/User testing
- ❖ Task/Process Flows
- ❖ Project Management

PROFICIENT IN:

- ❖ HTML/CSS
 - ❖ SASS
 - ❖ JavaScript
 - ❖ CSS Frameworks (Bootstrap)
 - ❖ Drupal
 - ❖ Git
 - ❖ Command Line/Terminal
 - ❖ Adobe Photoshop
 - ❖ Adobe Illustrator
 - ❖ Marketo
 - ❖ SFDC
 - ❖ Google Analytics
 - ❖ Google Tag Manager
 - ❖ Google Search Console
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EXPERIENCE

SENIOR WEB MANAGER at Tenable, Inc.

March 2018 – Present

Manage web properties and technology for Global Marketing Operations team under COO. Work with ITS, globalization, digital, eCom, partners, and product marketing to deliver optimized initiatives to drive demand generation throughout multiple online touch points across the buyers' journey and build overall brand awareness.

Responsibilities include:

- ❖ Optimizing web design and content strategies to achieve optimal search rankings, user conversion and other KPI's.
- ❖ Working with conversion optimization vendor to propose and conduct A/B tests.
- ❖ Working with Marketing Automation Manager to set up lead gen tracking and scoring in SFDC and Marketo.
- ❖ Supporting SEO and Digital Managers with campaigns, including, but not limited to SEM landing pages, front- and backend site optimization and a/b testing
- ❖ Managing localization efforts with Globalization team for 7+ language subdomains and Marketo translations.
- ❖ Managing Google Marketing Platforms including Analytics, Search Console and Tag Manager.
- ❖ Managing and developing tenable.com web content both in Drupal CMS and static sites.
- ❖ Building Drupal theme templates and nodes in PHP.
- ❖ Building, testing and optimizing web and email templates for marketing campaigns in Marketo platform.
- ❖ Serving as main Drupal CMS admin, including managing users, training, security updates and plugins.
- ❖ Auditing and on-boarding new marketing technology.
- ❖ Running quality control and assurance to ensure that all content is within style guidelines.
- ❖ Conducting cross-browser testing and debugging.
- ❖ Maintaining shared code repository using Github, Cloudbees and AWS.
- ❖ Training coworkers, vendors and interns on website and project management software.

INTERACTIVE DESIGNER at Tenable, Inc.

January 2016 – February 2018

Utilized interactive design and animation to optimize online customer experience for creative marketing team.

Accomplishments include winning 2017 AVA Digital Gold Award for design and development of the 2017 Global Cybersecurity Assurance Report Card microsite.

Responsibilities included:

- ❖ Designing responsive, optimized web assets, including but not limited to web pages, microsites, Drupal views, Drupal theme templates and web graphics.
- ❖ Creating targeted online deliverables for paid marketing campaigns on platforms including, but not limited to Google AdWords, SpiceWorks and StackOverflow.
- ❖ Building, testing and optimizing HTML email marketing campaigns using tools like Litmus.
- ❖ Researching, testing and implementing new technology in the fields of digital design and development.
- ❖ Recommending and managing website testing, including A/B testing through Google Tag Manager and remote user testing.
- ❖ Presenting UX recommendations based user research and online analytics.
- ❖ Conducting cross-browser and device testing using BrowserStack, VirtualBox and live hardware.
- ❖ Maintaining shared code repository using Git, Bamboo and Bitbucket.
- ❖ Helping manage Drupal CMS, including users, security updates and plugins.
- ❖ Mentoring coworkers and interns in the field of UX and interactive design.

WEBSITE SPECIALIST at Jhpiego

July 2014 – January 2016

Worked to execute Jhpiego's communications plan and fundraising strategy, promoting programs domestically and internationally. Accomplishments include improving alumni email open rate by 9% and creating collateral for Jhpiego's first Visionary Award fundraiser presented to actress, Kristen Bell, and attended by celebrities including Adam Sandler.

Responsibilities included:

- ❖ Designing and developing digital marketing materials, including, but not limited to websites, emails, and landing pages using HTML/CSS and responsive design.
- ❖ Designing conference and event collateral, including, but not limited to email and direct mail invitations, large format banners and digital presentations.
- ❖ Managing Jhpiego's Alumni Connection and strategizing optimization and new marketing techniques with Social Media Specialist.
- ❖ Formulating, implementing, testing and continuously improving online fundraising strategies based on analytics, A/B testing, research and best practices.
- ❖ Managing and reporting online analytics for digital properties in platforms such as Google Analytics, Blackbaud's Luminate Online (formerly Convio) and MailChimp email platform.
- ❖ Providing consulting on UX and SEO research and strategies.
- ❖ Serving as an admin for Jhpiego's main website through Drupal CMS.
- ❖ Providing marketing and branding oversight and recommendations for Jhpiego's creative marketing materials.
- ❖ Building and administering Jhpiego's signature event platform in TeamRaiser.

USER EXPERIENCE DESIGNER at Catholic Relief Services

Aug 2011 – July 2014

Improved the user experience of Catholic Relief Services' digital properties and communication, from discovery research to final design and build implementation. Accomplishments include improving consignment sales generated by the CRS Fair Trade website by 14%, improving traffic to CRS' Planned Giving web pages by 64% and implementing a website footer design on crs.org that earned nearly \$43,000 in donations within the first month.

Responsibilities included:

- ❖ Designing information architectures and sitemaps for new and/or improved websites
- ❖ Designing wireframes for interface layouts and interactions
- ❖ Creating visual designs for website and other online interfaces in Adobe Photoshop and Illustrator
- ❖ Developing front-end websites, webpages and emails in HTML/CSS
- ❖ Designing web graphics including, but not limited to, e-mail templates, banner ads, and Facebook memes
- ❖ Conducting, monitoring and analyzing multi-variant and A/B testing for websites and emails
- ❖ Conducting usability analysis' of existing properties and proposing improvements based on analytics, competitor research and best practices
- ❖ Setting up and moderating user research and testing, including card sorts, user testing and online surveys
- ❖ Developing user personas and task flows for target audiences
- ❖ Conducting content inventories and analysis' of existing content strategies and web structures
- ❖ Consulting on SEO optimization for metadata, naming conventions and web copy
- ❖ Performing analytical reporting for over fifteen CRS websites using Google Analytics
- ❖ Managing vendor-partner relationships, including Convio, Red Engine Digital and Jackson River
- ❖ Training staff and managing and mentoring summer interns

E-COMMERCE SPECIALIST at Taipan Publishing Group

Nov 2009 – Aug 2011

Performed Internet marketing and e-commerce services for the web team of a financial-research publishing house. Accomplishments included increasing unique web traffic by 15%, increasing online email conversions by 23% and implementing the first social media campaign.

Responsibilities included:

- ❖ Managing E-commerce Coordinators
- ❖ Creating and managing online marketing campaigns
- ❖ Updating website and email content
- ❖ Conducting A/B testing and target segmentation for emails and webpages
- ❖ Writing copy for website, online banners and other marketing campaigns
- ❖ Optimizing existing editorial copy for website SEO (search engine optimization)
- ❖ Managing social media campaigns on Facebook, Twitter and YouTube
- ❖ Tracking website SEO and email statistics using Google analytics and internal reporting software
- ❖ Brainstorming and implementing new marketing campaigns and analyzing results

PROJECT MANAGER at Carton Donofrio Partners, Inc

Aug 2006 – Jan 2009

Managed the tactical executions of advertising campaigns for major clients at a full-service advertng agency. Experience with print, interactive, broadcast, radio and trade show advertising. Daily tasks included:

- ❖ Serving as the immediate day-to-day contact for multiple clients, including Playworld Systems, ITT, the Department of Health and Human Services and the Center for Medicare and Medicaid
- ❖ Managing Account Coordinators
- ❖ Crafting creative briefs, schedules and estimates for client requests and RFP's
- ❖ Leading creative presentations to clients and managing feedback and revisions
- ❖ Contributing to brainstorming sessions and marketing communication planning meetings
- ❖ Working with creative teams on the concept and production of advertising materials
- ❖ Managing media schedules and ad placements

EDUCATION

M.S. INTERACTION DESIGN AND INFORMATION ARCHITECTURE

University of Baltimore

Graduated in as a member of the Alpha Chi Honor Society with a degree that offers a solid academic foundation in the principles of interaction design, information architecture, human-computer interaction, user research and participatory design methods.

Graduate Courses

- ❖ Interaction Design
- ❖ Information Architecture
- ❖ Advanced Information Architecture
- ❖ Sequential Visualization
- ❖ Human Computer Interaction
- ❖ Research Methods
- ❖ Interactive Multimedia
- ❖ Hypermedia Production
- ❖ The Digital Economy
- ❖ Digital Marketing

B.A. COMMUNICATIONS AND MANAGEMENT

Goucher College

Graduated with a degree with distinction and the Rowan Braun Award for outstanding creativity.